MAY 9, 1955

35c PER COPY

BROADCASTING TELECASTING

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24TH year

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[illegible] AND TV

THE PULSE HITS THE NAIL ON THE HEAD!

1. 90.9% of Baltimore families listen to radio during an average week.
2. 71.2% of the Baltimore homes are reached by radio on an average day.

These are the big facts proved by Pulse's new "CPA" (Cumulative Pulse Audience) survey.

And here's what another authority proves about W-I-T-H: W-I-T-H has the top Nielsen circulation in the home county. Combined with low, low rates, W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. It's the big bargain buy! Get the whole story from your Forjoe man.

—in Baltimore W.I.T.H

Tom Tinsley, President • R. C. Embry, Vice-president • Represented by Forjoe & Co.

PLYMOUTH

Traditionally in the Public Confidence . . .

One of the many rewards of owning a new Plymouth is the realization that Plymouth is the 1955 style-setter for the newest, most dynamic design in motor car history. Plymouth's glamorous new look *and* reputation for dependable performance deliver a one-two combination that makes Plymouth the champion in its field. The Havens & Martin, Inc., Stations have a reputation that likewise is a tradition—the ability to convert vast audiences throughout Virginia into sales for advertisers. WMBG-AM, WCOD-FM and WTVR-TV combine pioneering experience and style-setting programming techniques that deliver a large and responsive following over Richmond's only complete broadcasting institution. Join with confidence the First Stations of Virginia for your advertising needs, throughout Virginia, one of the South's richest areas.

PIONEER NBC OUTLETS FOR VIRGINIA'S FIRST MARKET

WMBG AM **WCOD** FM **WTVR** TV

MAXIMUM POWER 100,000 WATTS • MAXIMUM HEIGHT 1049 FEET

WTVR Represented Nationally by BLAIR TV, INC.
WMBG Represented Nationally by THE BOLLING CO.

WTVR
RICHMOND VA.
HAVENS & MARTIN INC.
CHANNEL 6
the South's first television station

Publish
DeSale

air specialists

IN PROVIDENCE

Call **BOB ENGLES, GEORGE TAYLOR** OR ANY **HEADLEY-REED** REPRESENTATIVE
Kettell-Carter, Boston

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

IMPACT

WGAL-TV

NBC • CBS • DuMont
LANCASTER, PA.

316,000 WATTS

STEINMAN STATION
Clair McCollough, *Pres.*

RESULT *your product sells, sells, sells*

CHANNEL 8 MIGHTY MARKET PLACE

York
Hanover
Gettysburg
Chambersburg
Waynesboro
Frederick
Westminster
Harrisburg
Lebanon
Carlisle
Sunbury
Lewistown
Lock Haven
Hagerstown
Reading
Pottsville
Hazleton
Shamokin
Bloomsburg
Lewisburg
Martinsburg

The terrific sales stimulation of WGAL-TV can work for you! This super-powered station's 316,000-watt signal sends your message from its mountaintop transmitter location to the vast Channel 8 Mighty Market Place. And, WGAL-TV is the one station that reaches this rich market with a population of over three million people who have more than $5¼ billion to spend. For advertising that really sells your product, buy *WGAL-TV*.

MEEKER TV, Inc.
New York Chicago Los Angeles San Francisco

closed circuit.

DISREGARDED PRECEDENT • Imminent appointment by President Eisenhower of successor to Comr. Frieda B. Hennock (story page 27) may provoke unrest in certain quarters. It had been presumed that successor would be either woman or person of Jewish faith, because of precedent. Richard Mack, Florida Railroad and Public Utilities Commissioner, understood to be President Eisenhower's choice, is Protestant.

B•T

UNCONFIRMED reports were current last week that White House had interceded directly in television allocations situation and had suggested to delegation headed by FCC Chairman McConnaughey that prompt thought be given to radical plan to stem uhf downward spiral. Proposal: That two 6-megacycle channels be carved out of present fm band (88-108 mc), to be labelled vhf channels 6-A and 6-B; that uhf applicants be given preference for assignment on these channels for low power, minimum mileage operations, installations comparable to radio "locals," with probably dozens of stations on each channel. It's thought that tuner strip for existing sets to receive 6-A and 6-B could be installed for about $5.

B•T

MILITARY LOBBYING • It will be denied as premature and secret, but members of FCC who journeyed to Fort Monmouth Signal Corps base last Tuesday were "indoctrinated" on dire need by military of vhf spectrum space for "essential" military communications. Details can't be divulged but it's known that military wants low band (longer range) vhf area which presumably means in ch. 2-6 range, but approaches issue cautiously [B•T, Jan. 17]. Those indirectly wooed at Monmouth but not necessarily won were: Comrs. Hyde, Webster, Doerfer and Lee (others couldn't make it).

B•T

FCC FIELD INSPECTORS, now that tv activity has bogged down, are probing deeper into station activities. They're asking specifically for log entries on requests for political time, actions taken and rates paid (new law provides only regular commercial rates may be charged). They're also watching for commercials using local telephone numbers as only source of "sponsor identification." Here they may be flyspecking for violations since regulations say there must be actual name identification of sponsorship.

B•T

ANTITRUST • What bearing, if any, will Dept. of Justice antitrust suit against American Newspaper Publishers Assn. and other newspaper trade groups have upon individual publishers which are licensees of radio and tv stations? Probably "none," but this cannot be nailed down as automatic. It's doubted whether individual newspapers or publishers will be cited in case involving purported price-fixing through advertising agency recognition system, premised on 15% commission. FCC, under law, must look into qualifications of fitness of licensees. Hence, question could be raised (even by outside parties) as to qualifications if government charges stick or even if consent decree is entered. Best guess: Nothing will happen.

B•T

UNDERSCORING importance placed upon communications by Administration is direct White House contact being maintained with Chairman Magnuson (D-Wash.) of Senate Interstate & Foreign Commerce Committee. President Eisenhower, it's learned on excellent authority, has designated Maj. Gen. Wilton B. Persons, deputy assistant to the President, to maintain liaison with Chairman Magnuson, this without regard to party lines. It's reportedly working effectively.

B•T

TALENT RAID • Story making rounds in toll tv tempest is that at least one protagonist group would seek pre-conditioned audience by outbidding networks for their current top-rated shows (those Lucys, Dragnets, Gleasons and Disneys) as sure fire beat since free tv would not then be able to provide continuity of such established features.

B•T

INSIDE WORD from London is that BBC is in throes of reorganization in both radio and tv in light of impending competition this fall through introduction of commercial tv.

B•T

BETWEEN GENERALS • Memorandum on how to wage counter-offensive against U. S. S. R. propaganda has been submitted to President Eisenhower by Brig. Gen. David Sarnoff, RCA chairman, and will be released this week. One major proposal reportedly advanced: Establishment of strategy board, whose chief would hold cabinet rank, to conduct political and psychological campaign internationally.

B•T

NBC'S QUEST for ownership of tv in San Francisco has ended with automatic renewal of its standard two-year contract with KRON-TV, Chronicle *station. Although not formally announced, contract was extended about last month. Previously NBC had proposed to buy KRON-TV and had explored prospect of establishing uhf in that market.*

B•T

MORE ABOUT ROGERS • There is sequel to B•T's disclosure [CLOSED CIRCUIT, May 2] that news release of FCC Chairman McConnaughey's appointment of Christian E. Rogers Jr. as his engineering aide omitted background of Mr. Rogers as onetime McCarthy investigator (who probed FCC records). Original draft of biography contained reference. Deletion, it's said, did not come from Chairman's office. Now watch for Mr. Rogers' transfer from his Grade 15 ($10,800 per year position) to important staff post. He's not an engineer, but holds B. S. degree.

B•T

STORER's filing of ch. 10 application for Miami (see story page 66) has put FCC on horns of dilemma. In first place, court virtually told Commission to reopen 1953 denial of Storer's ch. 10 application, give him hearing. This was part of its ruling on multiple ownership regulation. On other hand, according to some FCC attorneys, Storer's time ran out on application question—appeal to court was on multiple ownership rule, not on FCC's refusal to accept application. It's up to commissioners to figure whether to follow staff's advice and buck court, or follow court's advice and overrule its own legal advisers.

B•T

CONVERSATIONS • Those interrupted talks with Mexico on bilateral agreement to settle radio allocation differences may resume in July, depending on outcome of present Mexican negotiations with Cuba. When discussions broke off in Mexico City in early December, it was hoped to resume in Washington in April. Choice of site is involved and our dollar-short Latin neighbors may want to meet at Denver or some other city close to border.

B•T

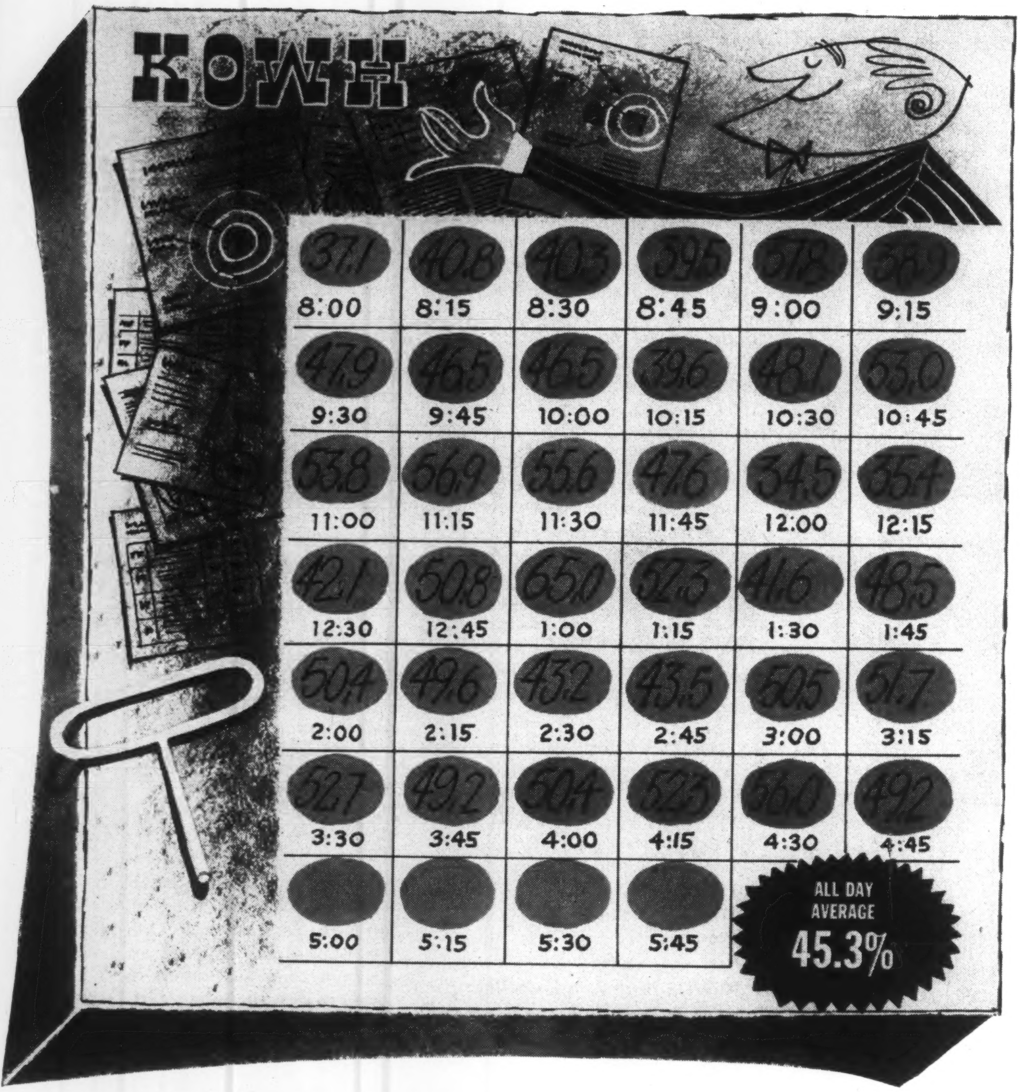
THOSE RESULTS in Chicago Daily News *poll, showing readers in favor of toll tv by over 3-1 margin, aren't final after all, with more findings to be released early this week. Odd thing happened in balloting—many letters, it develops, were in same handwriting but in different color inks.*

B•T

VHF'S CHILL IN DENVER • Denver, which just few years ago was hottest spot in country for vhf tv, is just about coldest these days. On heels of recent sale of KBTV (TV) (ch. 9) for $900,000, comes report (published in Denver) that Gene O'Fallon's ch. 2 KFEL-TV is available through Blackburn-Hamilton for figure in neighborhood of $750,000. In June 1954, KLZ-AM-TV (ch. 7) sold for $3.5 million.

B•T

WILLSON (BILL) TUTTLE, formerly vice president in charge of radio and television for Ruthrauff & Ryan, and president of United Television Programs, expected to join Fuller & Smith & Ross, New York, effective middle of May, as group television account executive in charge of several accounts.



37.1 8:00	40.8 8:15	40.3 8:30	39.5 8:45	57.8 9:00	[illegible] 9:15
47.9 9:30	46.5 9:45	46.5 10:00	39.6 10:15	48.1 10:30	53.0 10:45
53.8 11:00	56.9 11:15	55.6 11:30	47.6 11:45	34.5 12:00	35.4 12:15
42.1 12:30	50.8 12:45	65.0 1:00	52.3 1:15	41.6 1:30	48.5 1:45
50.4 2:00	49.6 2:15	43.2 2:30	43.5 2:45	50.5 3:00	51.7 3:15
52.7 3:30	49.2 3:45	50.4 4:00	52.3 4:15	56.0 4:30	49.2 4:45
5:00	5:15	5:30	5:45	ALL DAY AVERAGE 45.3%	

GOOD TIME EVERY PUNCH

. . . plenty punch every time

You could buy time on KOWH with your eyes closed . . . and be sure of a good time, with plenty of selling punch. Lowest quarter-hour average share-of-audience: 34.5%. Highest: 65%* and that's no typographical error. All-day average—45.3%—more than 2½ times the second station's 17.2%.**

Let the H-R man show you how to punch out sales on never-a-bad-time KOWH. Or, talk to KOWH General Manager Virgil Sharpe.

** Hooper Continuing Measurements, 8 a.m.-6 p.m. Mon.-Sat., Oct. '54-Jan. '55.*
*** Hooper Radio Index, 8 a.m.-6 p.m. Mon.-Sat., March-April, 1955.*

KOWH
OMAHA

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

KOWH, Omaha
Represented by
H-R Reps., Inc.

at deadline

Apple Two Silences KOZDM, But Damage Not Serious

KOZDM Survival City, near Yucca Flats, Nev., (1240 kc. 250 w) was knocked off air last Thursday by Apple Two, most powerful nuclear blast ever exploded as an "open shot," but station could have resumed operation with only minor repairs.

That's story based on first post-blast inspection of typical station located less than mile from Ground Zero, which under attack, would be called upon to keep public informed on one of Conelrad channels. It was one of several communications installations, and test was designed to show post-disaster repair problems with which communication personnel will have to cope.

KOZDM, early reports show, was silenced by damage to transmission power line, rather that to transmitter itself. One of four radio-towers was jack-knifed. Early data indicated that 1,000 square-foot concrete block building housing RCA transmitter was relatively undamaged.

All other communications equipment, including mobile transmitters, automatic telephone switchboard and radio and tv receivers, apparently were in usable condition. Detailed results won't be available for several days.

Experiment was conducted in cooperation with Federal Civil Defense Administration to arouse interest of public in atomic dangers, and to test "model city" utilities and facilities under conditions of attack. Results as they affected KOZDM and other communications, seemed to coincide with views expressed by engineering observers prior to much-postponed detonation [B•T, May 2].

Summer Sales Campaign Planned by Westinghouse

PLANS for summer sales campaign and group sales approaches for Westinghouse Broadcasting Co. stations were discussed at meeting in New York Thursday-Friday by sales executives of WBC stations and officials of Free & Peters.

Attending sessions under direction of Eldon Campbell, WBC national sales manager; John F. Hardesty, eastern sales manager, and George D. Tons, midwest sales manager, were: William J. Williamson, WBZ-WBZA Boston; Robert H. Teter, KYW Philadelphia; John G. Stilli, KDKA Pittsburgh; H. D. Longsworth, WOWO Ft. Wayne, and Robert E. Rudolph, KEX Portland. Representing Free & Peters were Russel Woodward, executive vice president, and Jonas Scovern, vice president and eastern sales manager.

Thursday luncheon meeting was addressed by William B. Ryan, executive vice president of Quality Radio Group. Kevin Sweeney, president of Radio Advertising Bureau, spoke at Friday luncheon.

ABC Radio's New Study

ABC RADIO expected to release this week 67-page study on what has happened to network radio since advent of television. Study asserts that network radio, if used correctly, can reach audiences of quality and size. Report was made from data of trade and research organizations.

PRAISE FOR CODE

SPECIAL tv report by Sen. Kefauver's Juvenile Delinquency Subcommittee, which will be out late this week barring printing delays, will make only minor if any legislative recommendations. Report, running around 50 pages, will commend networks and NARTB for progress in improving programming and recommend follow-through along self-regulation lines stressed during subcommittee hearings on tv fare. Report will deplore continuing quantity of what is felt to be objectionable fare in block programming on individual stations and fact only about 60% of U. S. tv stations subscribe to NARTB Tv Code. Producers and distributors of crime and horror movies for television will get criticism and may come in for still more at upcoming subcommittee hearings on West Coast.

Series of New Accounts, Renewals Signed by ABC

SIX new accounts and renewals signed by ABC Radio in upswing of business Friday. Renewals include ReaLemon Co., Chicago, through Rutledge & Lilienfeld, Chicago, for Thursday, 9-9:15 a.m. EDT; portion of *Breakfast Club* (Mon.-Fri., 9-10 a.m. EDT), starting May 26; Table Products Co., division of Safeway Stores (food products), San Francisco, through Hoefer, Dietrich & Brown, San Francisco, for 10-10:30 a.m. EDT segment of *No School Today* (Sat., 9-10:30 a.m. EDT), starting this Saturday; Gospel Broadcasting Assn., Pasadena, through R. H. Alber Co., Los Angeles, for *Old Fashioned Revival Hour* (Sun., 4-5 p.m. EDT), starting June 12.

New business includes Ball Bros. Co. (jars and lids), Muncie, Ind., through Applegate Adv., Muncie, for new Saturday *Don McNeill Breakfast Club Review* half-hour show, starting June 18, at time to be announced later; Eugene Stevens Inc., New York (mail order), for one-time-only How to Save Money on Your Car, May 15, 6:30-6:45 p.m. EDT and 9:15-9:30 p.m. EDT and Catholic Order of Foresters, Chicago, through Sylvan M. Fred, Dayton, for special 72d anniversary broadcast May 22, 10:30-11 p.m. EDT.

Good Humor, White Rock, Lipton's, Flit Plan Spots

PLANS of several summer advertisers breaking spot campaigns (see business story, page 29) were disclosed Friday. They include Good Humor ice cream bars, White Rock, Lipton's ice tea and Esso Standard Oil Co.'s Flit. Good Humor effective May 20 will use weekend radio spots and tv participations in child shows in about dozen markets for six or eight weeks. David Mahoney Inc., N. Y., is agency.

White Rock, N. Y., will use super-saturation radio spot campaign in all bottler cities, about 30, with various starting dates from May 16. David Mahoney is agency.

Lipton's ice tea, N. Y., buying spots in major television markets and smaller radio markets, starting in South May 16 and moving north, effective June 13, in about 100 markets for six weeks. Young & Rubicam is agency.

Esso Standard Oil Co., N. Y., for Flit, will start today (Mon.) in five southern radio markets with varied contracts running 8, 10 and 13 weeks. Marschalk & Pratt is agency.

• BUSINESS BRIEFLY

CHEVROLET RADIO • Though details are unavailable, Chevrolet Div. of General Motors Corp. is reportedly planning to break with new saturation spot radio campaign in key markets. Announcement expected momentarily out of Detroit. Agency is Campbell-Ewald there.

INSTITUTIONAL BUY • General Dynamics Corp., N. Y., to sponsor, starting May 15, NBC-TV's *Youth Wants to Know* (Sun., 2:30-3 p.m. EDT), with advertising of institutional type. Agency: Morey, Humm & Johnstone, N. Y.

MILES BUYS NEWS • Miles Labs., Elkhart, Ind., signs for Mon., Wed., Fri. segments of *John Daly and the News,* ABC-TV (7:15-7:30 p.m. EDT), across-the-board. Sponsorship, on behalf of Alka-Seltzer and One-A-Day vitamins, starts July 4. Agency: Geoffrey Wade Adv., Chicago.

REVLON BUYING • Revlon Products Corp., N. Y., for its Silicare (hand cream), is buying radio spot campaign in specific markets starting May 16 and May 23 for 13 weeks. In addition, two tv markets will be used. William H. Weintraub Co., N. Y., is agency.

Warning Revision Sought

SINGLE authorized source of air raid information for broadcasters will be sought following Yellow air raid warning Thursday. Warning turned out to be false alarm. Confusion reigned along West Coast. KFI Los Angeles went off air at 9:40 a.m. and shifted to Conelrad but other stations failed to receive KFI notification. Other stations went off air. Incident ascribed by air defense officials to communications breakdown.

ABC Affiliates to Meet

JOINT ABC Radio and Tv affiliates meeting will be held in Washington May 22 during NARTB convention, Robert E. Kintner, ABC president, who will address convention May 26 on "The Business of Television," said Friday. Headquarters for network will be Suite 300B at Sheraton-Park Hotel with combined affiliates meeting at 3:30 p.m. (EDT) in Park Room of Shoreham Hotel. ABC will hold luncheon May 22 for network's Radio & Television Stations' Advisory Committees.

Benny Can't Use 'Gaslight'

CBS-TV and comedian Jack Benny last Friday forbidden to show parody version of M-G-M film "Gaslight." U. S. District Judge James M. Carter's formal opinion confirmed one-page memorandum he issued last September indicating he would find for plaintiff M-G-M and playright Patrick Hamilton.

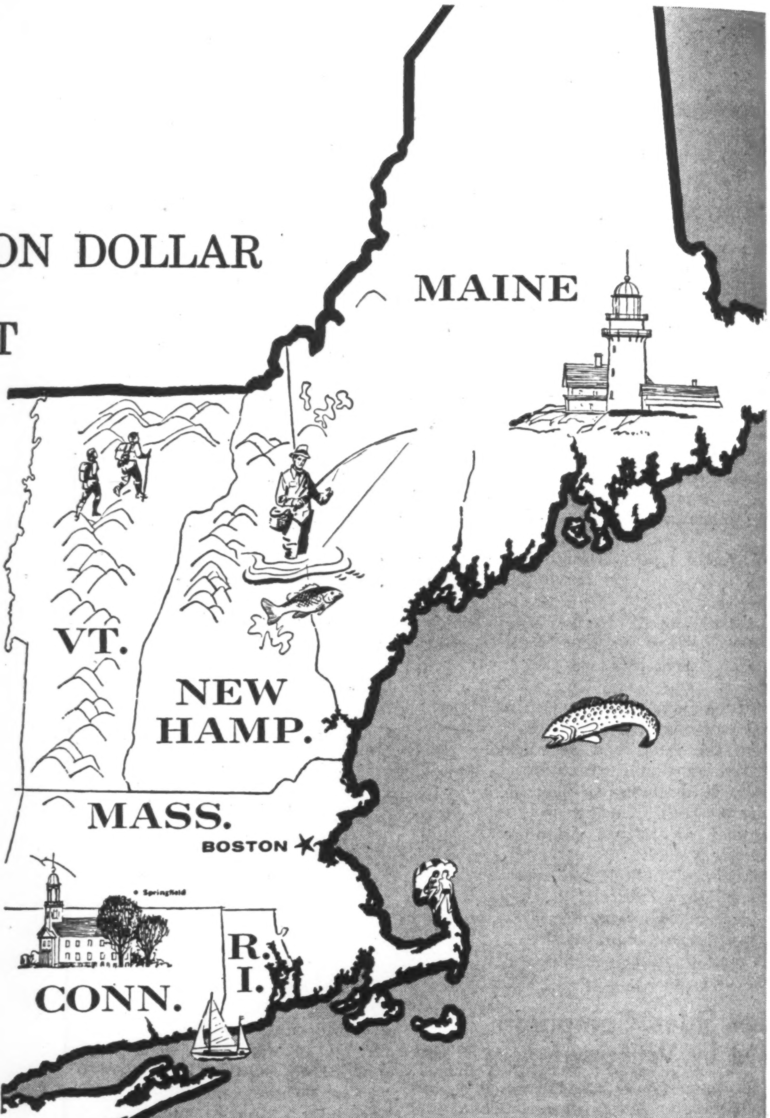
Counsel for network and Mr. Benny stated they would take case to U. S. Circuit Court of Appeals.

In New England...

TAP A ONE BILLION DOLLAR SUMMER MARKET

on

WBZ+WBZA



This summer, four to five million people will spend their vacations traveling through New England's six great states. They'll spend about one billion dollars. And 67% of these people will be New Englanders.

In addition to this vacation travel, New Englanders take to the road most every weekend during the summer. Cape Cod, the White Mountains, the beautiful Berkshires, 5000 inland lakes and 2500 miles of ocean coastline make New England a real summer paradise within easy reach of New Englanders everywhere.

There's only *one* media that can reach 'em wherever they go—Radio. And the only radio voice that can reach 'em anyplace in New England is WBZ+WBZA. Special summer programming, plus hard-hitting audience promotion plans, will mean big summer audiences for WBZ+WBZA advertisers. Get the complete summer story from Bill Williamson, WBZ+WBZA Sales Manager at ALgonquin 4-5670 or Eldon Campbell, WBC National Sales Manager, PLaza 1-2700, New York.

W B C

WBZ+WBZA
BOSTON+SPRINGFIELD
51,000 Watts

WESTINGHOUSE BROADCASTING COMPANY, INC.
WBZ+WBZA • **WBZ-TV**, *Boston;* **KYW** • **WPTZ**, *Philadelphia;*
KDKA • **KDKA-TV**, *Pittsburgh;* **WOWO**, *Fort Wayne;*
KEX, *Portland;* **KPIX**, *San Francisco*
KPIX represented by THE KATZ AGENCY, INC.
All other WBC stations represented by FREE & PETERS, INC.

at deadline

Value of Ratings Argued At AWRT Chicago Meeting

ISSUE whether programs should be chosen and evaluated on basis of ratings highlighted Friday morning session of American Women in Radio & Television at fourth annual convention in Chicago (early story page 63). Raymond E. Nelson, national spot sales director, Television Bureau of Advertising, described it as "chief problem area of national spot." He added tv should be sold on its value without regard to costliness of product advertised.

Mr. Nelson appeared on ratings panel that included Hugh Beville, NBC research and planning director, and Herbert Evans, vice president of Peoples Broadcasting Co., Columbus, Ohio. Bea Johnson, KMBC-AM-TV Kansas City, was moderator. NARTB President Harold E. Fellows lauded AWRT for setting up scholarships, terming it an "excellent move."

At Saturday session, Maurice B. Mitchell, president of Encyclopedia Britannica Films and formerly with NAB and Muzak Corp., argued that "it's a mistake to try to jam too much variety into a single daytime women's program" and noted "surprising number" of men eavesdrop on shows.

NBC-TV Color Shown ANA

COLOR commercials of brand name products, including Dole Pineapple, Jantzen Swim Suits, Douglas Aircraft, Del Monte Foods, Carnation Milk and Sunkist, shown members attending West Coast regional meeting of Assn. of National Advertisers in Santa Barbara, NBC announced Friday. Showing was via special NBC-TV half-hour closed circuit colorcast.

RCA Declares Dividends

QUARTERLY dividend of 25¢ per share on common stock of RCA, payable July 25 to holders of record June 17, was announced Friday by Brig. Gen. David Sarnoff, chairman of board. Board also declared dividend of 87½¢ per share on first preferred stock for July 1 to Sept. 30 period, to holders of record Sept. 12.

RCA Victor Post to Kanaga

ELECTION of Lawrence W. Kanaga as vice president and operations manager of RCA Victor Record Div., announced Friday by Emanuel Sacks, vice president and general manager of division. Mr. Kanaga has been general sales and merchandise manager of RCA Victor Record Div. since 1949. He joined division after serving two years as vice president of RCA Victor Distributing Corp., Detroit. He previously held executive posts with department stores and at one time was with Guenther Bradford Adv., Chicago.

WFBM Indianapolis to ABC

AFFILIATION of WFBM Indianapolis with ABC Radio effective June 3 announced Friday by Charles W. Godwin, ABC director of station relations. It will replace WISH as ABC's Indianapolis affiliate. WFBM is owned and operated by Consolidated Television & Radio Broadcasters Inc. Harry M. Bitner Jr. is president and general manager.

RADIO, TOO

INVENTION of radio incorrectly attributed to Guglielmo Marconi, Italian scientist, Moscow Radio said Friday. Soviet Union planned to celebrate Saturday as 60th anniversary of invention of radio by "The Great Russian Scientist Alexander Popov."

Influence Attempt Denied

WALTER R. POWELL Jr., former chief Broadcast Bureau counsel in hearing before FCC Examiner Herbert Sharfman on license renewal of Edward Lamb's WICU (TV) Erie, Pa., never attempted to induce turnabout witness Marie Natvig to change her testimony nor expand it, U. S. District Court in Washington, D. C., was told Friday by Thomas B. Fitzpatrick, associate Broadcast Bureau counsel in WICU hearing. Mr. Fitzpatrick was sixth government witness called in perjury trial of Mrs. Natvig before Judge Alexander Holtzoff (early story page 66).

Capt. Miles Joins IRAC

RESIGNATION of Capt. Paul D. Miles as engineering aide to FCC Comr. Rosel H. Hyde and assumption of new duties today (Mon.) as secretary of Interdepartmental Radio Advisory Committee were announced Friday. He succeeds Walter Lober who moves to Office of Defense Mobilization as special assistant to Assistant Director for Telecommunication Harold M. Botkin. Mr. Lober takes over part of duties relinquished by Christian E. Rogers Jr., new engineering aide to FCC Chairman George C. McConnaughey [B•T, May 2]. Capt. Miles is longtime allocations expert, was first chief of FCC Frequency Allocation & Treaty Division.

Craven Heads Consultants

T. A. M. CRAVEN, senior member of Washington consulting engineering firm of Craven, Lohnes & Culver and former FCC commissioner has been elected president of the Assn. of Federal Communications Consulting Engineers, it was announced Friday. He succeeds Frank H. McIntosh.

Other officers, all elected at AFCCE's annual meeting April 29 in Atlantic City are: Everett L. Dillard, vice president; Robert E. L. Kennedy, secretary; John Creutz, treasurer. Elected to executive committee were Robert M. Silliman and Russell P. May. George P. Adair was reappointed to executive committee. George E. Gautney remains on executive committee.

FIGHT ON RADIO

GILLETTE SAFETY RAZOR Co., Boston, will sponsor broadcast of May 16 heavyweight championship bout between Rocky Marciano and Don Cockell from San Francisco on NBC Radio exclusively, starting at 11 p.m. EDT. Agency: Maxon Inc., N. Y. Only telecast of fight will be via closed circuit in theatres.

PEOPLE

ELMER DAVIS, author and ABC news analyst, presented with 1954 Stephen Wise award of $1,000 for defense of civil liberties.

TED SACK appointed producer of *Wake Up and Live,* CBS-TV, Sun., 10:30-11 a.m. (EDT), replacing William Workman, who resigns to join Compton Agency, N. Y., effective May 15.

EVELYN PAIRCE, producer, Fuller & Smith & Ross, N. Y., joins J. Walter Thompson Co., same city, as co-casting director of radio-tv dept. with **MARION DOUGHERTY.** Miss Dougherty has been with JWT five years.

GUILD COPELAND, vice president and copy supervisor, Biow-Beirn-Toigo, N. Y., to Ted Bates & Co., N. Y., as member of copy staff.

BARBARA McCUSKER, assistant magazine editor of NBC press department, promoted to magazine editor, succeeding Auriel Macfie, who has resigned to do freelance writing. Nancy Hamburger, magazine editor at Young & Rubicam, has joined NBC in Miss McCusker's former post.

WILLIAM DURKEE, tv dramatic writer, has signed with Ashley-Steiner Agency, N. Y., and commissioned by producer Fred Coe to adapt final sections of William Faulkner's novel, *The Sound and the Fury* for telecasting next fall.

WILLIAM S. HEDGES, NBC vice president in charge of integrated services, elected president, Rotary Club of New York.

WMFJ Daytona Beach Sold

WMFJ Daytona Beach, Fla., sold for $40,000 cash by W. Wright Esch to Harold Kaye and Emil J. Arnold, according to bid filed with FCC Friday. Mr. Kaye is vice president-25% owner WORC Worcester, Mass.

Roseburg Tv Merger

MERGER of two ch. 4 applicants at Roseburg, Ore., reported to FCC Friday. Southern Oregon Bcstg. Co., owner KBES-TV Medford, Ore., will dismiss its application and acquire 50% of Southwest Oregon Tv Bcstg. Co., identified in ownership with KVAL-TV Eugene, Ore. Roseburg outlet would be satellite of KVAL-TV, Commission was told.

West Coast Station Restrained

PERMANENT ORDER issued against KSAN-AM-TV San Francisco by Federal Judge O. D. Hamlin forbidding use of horserace information from Triangle Publications, publishers of *Racing Form.* Stations consented to order. Triangle applied for order last Tuesday, stating information it received was being "pirated" for broadcast use.

Electronicam Pact With SAG

COLLECTIVE bargaining agreement covering actors, singers and announcers in programming filmed by new DuMont Electronicam camera system signed in Hollywood last Friday by DuMont Tv Network and Screen Actors Guild. Contract covers all forms of Electronicam filming, including theatre motion pictures.

Freer to Direct Atomic Show

BARRY B. FREER, contract manager of NARTB's 1955 convention equipment and services exhibit, has been named director of the First Trade Fair of the Atomic Industry. He will stage exhibit to be held Sept. 26-30 at Sheraton-Park Hotel, Washington, by firms interested in peacetime use of atomic power.

the week in brief

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the biggest daytime coverage in Texas

Timebuyer!

Going around in ever-decreasing circles when it comes to selecting power-coverage in Texas?

Get the biggest daytime coverage of all with KENS!

50,000 watts at 680 kc . . . reaches 4¼ million people living in a 109,737 square mile area comprising 109 counties. Nearly $6 billion annual income is here!

. . . and KENS (CBS in San Antonio) is Pulse-rated as 1st or in photo-finish-for-1st in all rated time segments! (Nov., 1954)

EXPRESS-NEWS STATION

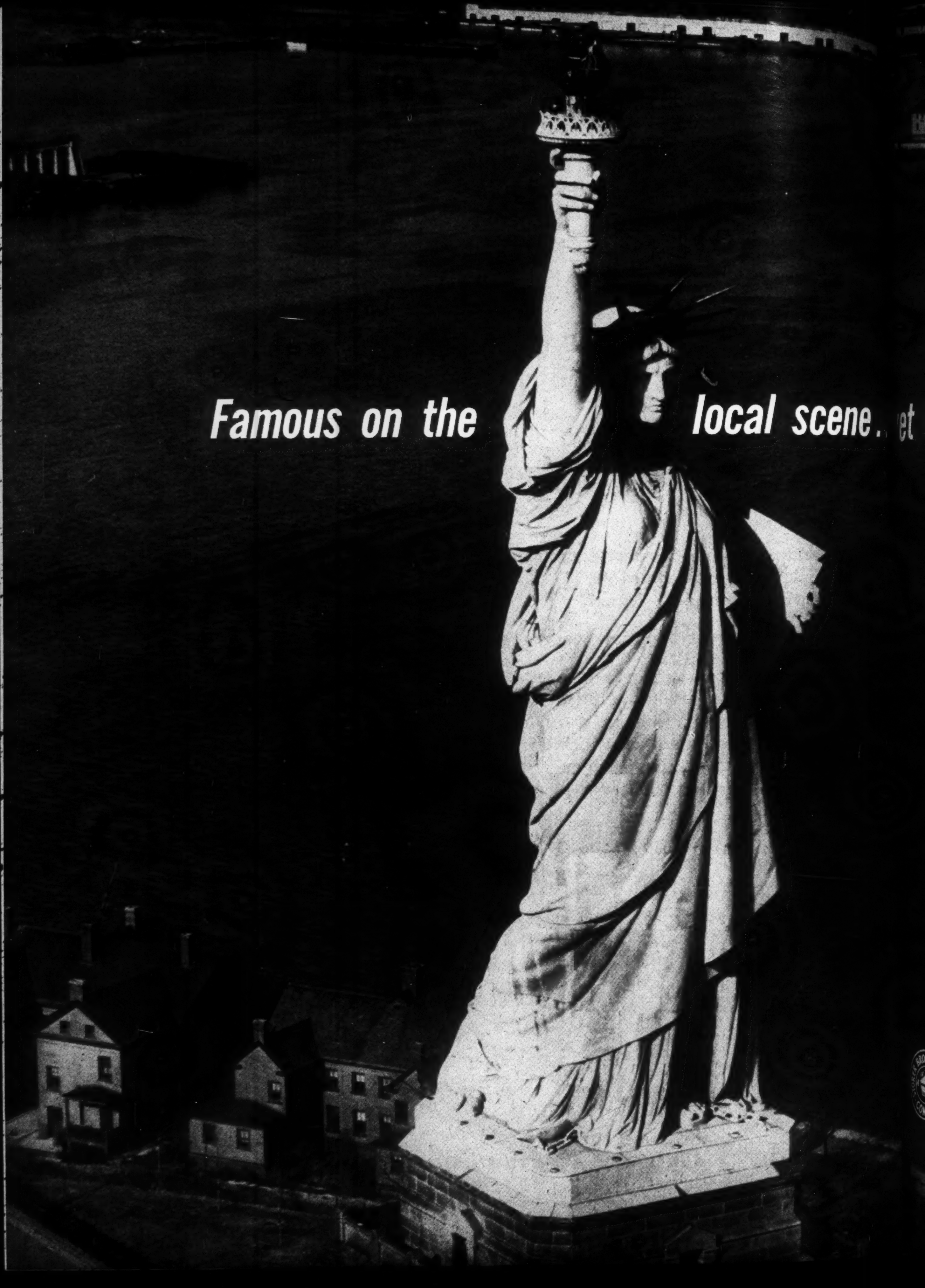
KENS

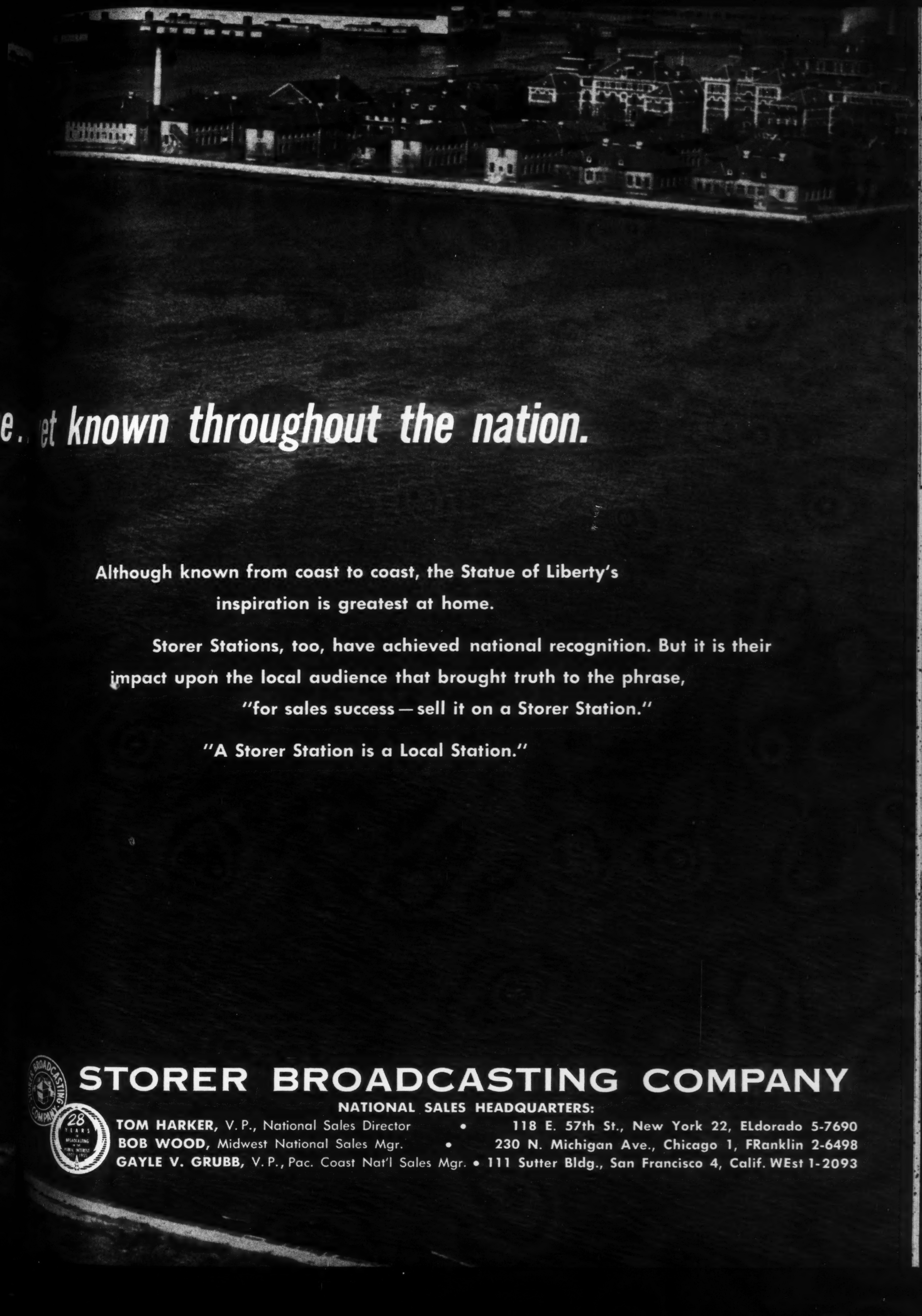
680 CBS

50,000 WATTS 10 KW NIGHTS

SAN ANTONIO, TEXAS

Ask FREE & PETERS, Inc. for details


Famous on the local scene.. et



e.. et known throughout the nation.

Although known from coast to coast, the Statue of Liberty's inspiration is greatest at home.

Storer Stations, too, have achieved national recognition. But it is their impact upon the local audience that brought truth to the phrase, "for sales success — sell it on a Storer Station."

"A Storer Station is a Local Station."

STORER BROADCASTING COMPANY

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GAYLE V. GRUBB, V. P., Pac. Coast Nat'l Sales Mgr. • 111 Sutter Bldg., San Francisco 4, Calif. WEst 1-2093

CAPITAL TYPES #1

THE REPRESENTATIVE

Re-elected regularly on a strong platform advocating prosperity. Is against sharks. Carries a lot of weight in smoke-filled rooms. And in the Washington area, one radio station carries a lot more weight than any other. That station is WTOP Radio with (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular local personalities and (4) ten times the power of any other station. In Washington, WTOP represents the best for advertisers because it represents the best in broadcasting. See our representative for additional information and availabilities.

WTOP RADIO

Represented by CBS Radio Spot Sales'

OPEN MIKE

Subpoena for Sweeney

EDITOR:

If you need anyone to stand up in court and testify that *everyone* in this business reads B•T, just issue a subpoena.

Since the interview appeared in your March 28 issue, I have had perhaps a couple of hundred letters about it. At least a hundred people have gone out of their way to comment on it in person in the dozen cities I have visited since it appeared. Four radio stations have written in asking to join RAB.

I certainly appreciated the opportunity you and your confreres gave me to expose some opinions I had harbored all too long. But I didn't realize until now how many people would be listening.

Kevin B. Sweeney, President
Radio Advertising Bureau, New York.

Throw That Blade Away

EDITOR:

Of all the improvements that have been made in B•T, the perforation of TELESTATUS with the Comparative Showsheet hits me where it helps most. Now I can throw away the razor blade with which I used to struggle in order to separate this section.

Gomer R. Lesch, Prog. Dir.
WFMY-TV Greensboro, N. C.

Chicago to Cleveland

EDITOR:

In the April 25 issue of B•T, I read an article on page 51 entitled, "State Street and Radio." I showed it to a client of ours who has now asked me to obtain 450 reprints of the article, if that is possible.

Scott Benton
Griswold Eshleman Co.
Cleveland, Ohio

[EDITOR'S NOTE: Reprints of "State Street and Radio" are available at five cents a copy, $5 a hundred.]

Can You Top This?

EDITOR:

In the April 25th issue of B•T, WFOB Fosteria, Ohio, had short quip-story about sports coverage. KAYL by far exceeds WFOB's number of basketball games broadcast. KAYL-FM (alone) carried at least 77 games. Our grand total for basketball games broadcast totaled 97, including tournaments, etc.

KAYL-FM also carries approximately 30 football games a season; approximately 60 local semi-pro baseball broadcasts. And were it not for station policy concerning the broadcast of major league baseball on KAYL in the afternoon, we would also be carrying a game of the day. All told KAYL-FM carries nearly 200 athletic events per year. If we had major ball (which we have access to) we would have nearly one game per day in the year.

Let someone beat this record. Especially, let an fm station beat this mark of 200 sports-broadcasts a year (at least).

Paul R. Benson, General Manager
KAYL-AM-FM Storm Lake, Iowa

WIP Was There, Too

EDITOR:

I just saw your story on narcotic raid coverage by several Philadelphia broadcast facilities [B•T, April 25]. WIP was a participant in this raid, as it has been for every narcotics raid in Philadelphia within the last five years.

Our special events director, Sam Serota, together with WIP's president, Benedict Gimbel Jr., and various members of our program staff have consistently covered these dramatic events with tapes for actuality broadcasts . . .

Paul Martin, Director
Sales Promotion and Publicity
WIP Philadelphia

Yearbook in Great Demand

EDITOR:

It was real good to get the modern up-to-date (1955) version of your BROADCASTING YEARBOOK-MARKETBOOK. I am always amazed at the number of changes which take place in the course of a 12-month period.

This valuable tome is always in great demand around here; please send me a chain lock with the next one.

Charles M. Wilds
N. W. Ayer & Son, New York

EDITOR:

My first glance through the pages of BROADCASTING YEARBOOK-MARKETBOOK has shown me what a handy volume this is to have about. . .

Dell Byrne
Harry B. Cohen Adv. Co., New York

EDITOR:

. . . The 1955 BROADCASTING YEARBOOK-MARKETBOOK has earned a position on my desk . . . If there is half as much useful information in the TELECASTING YEARBOOK-MARKETBOOK [the 1955-56 edition will be published in August] I look forward to ordering my copy.

Jeremy D. Sprague
Cunningham & Walsh, New York

'Considered' Not 'Prepared'

EDITOR:

On page 34 of your March 14 issue, you report that our client, Crucible Steel, "is preparing a radio spot campaign for 52 weeks in a half-dozen markets to start within the next 30 days."

This is not true. Crucible has been sponsoring a five-minute news summary six times a week on a local Pittsburgh station, WWSW, for some time. This radio advertising has been very well received. Crucible's advertising manager, therefore, wanted to consider what it might cost to expand this coverage and what programs were available in other Crucible mill areas and cities where Crucible operated their own warehouses. He wanted this information for his own study and possible use to present to his management . . .

K. C. Mehrhof, Account Executive
G. M. Basford Co., New York

Tv Map Updating Appreciated

EDITOR:

Thank you for the material to bring our B•T Telecasting map up to date . . .

Newman F. McEvoy, V.P. & Media Dir.
Cunningham & Walsh, New York

EDITOR:

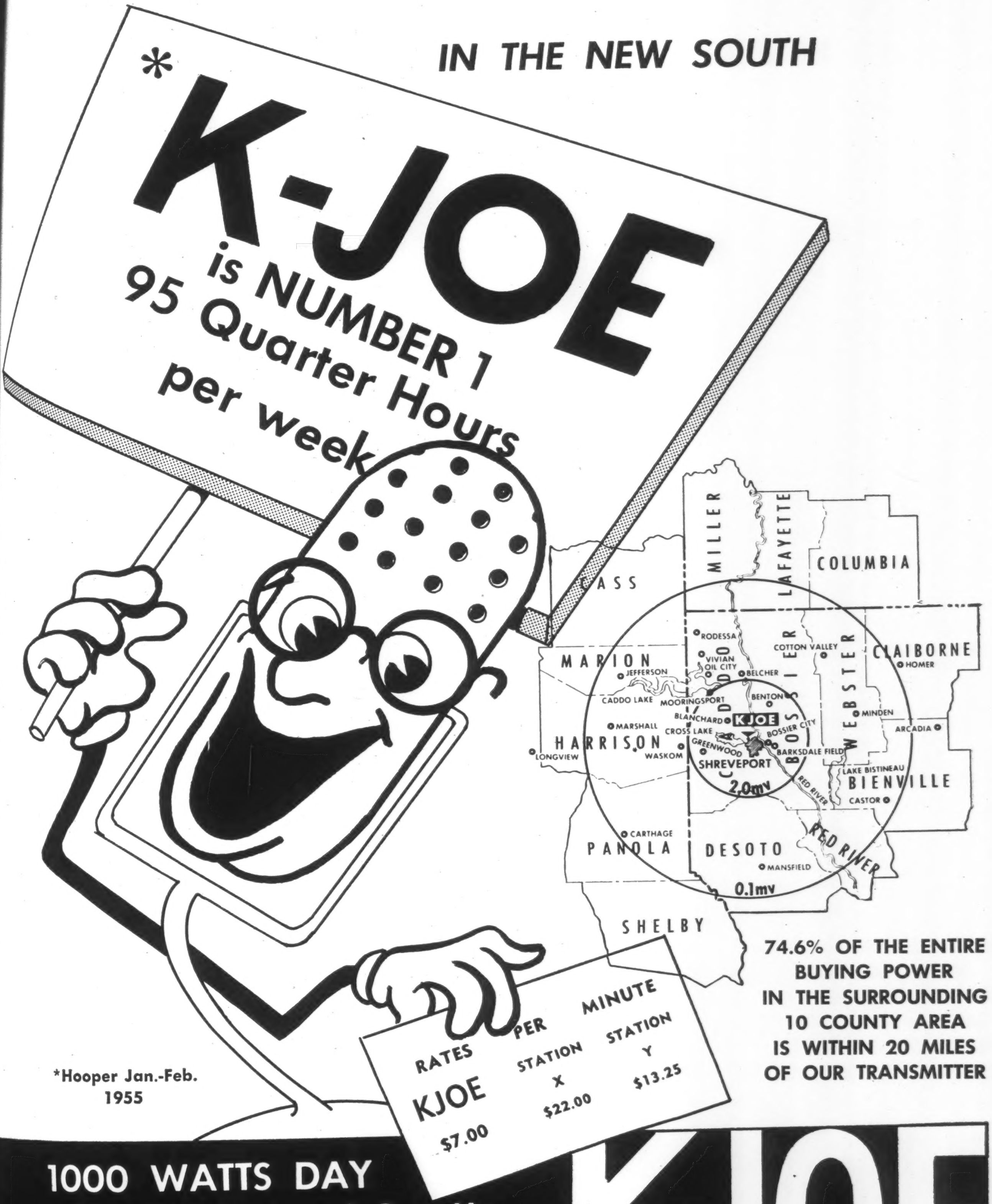
We received your "Tv Stations on-the-Air" panel and I do want to say thanks very much. I can assure you it will be most useful and helpful . . .

Martin C. Hansen, Assoc. Media Dir.
Compton Advertising Inc., New York

[EDITOR'S NOTE: B•T has prepared up-to-date lists of tv stations in the United States and Canada and printed them on gummed paper, so they can be applied to the TELECASTING maps, covering the earlier list.]

A LEADING INDEPENDENT

IN THE NEW SOUTH


*K-JOE
is NUMBER 1
95 Quarter Hours
per week
MILLER
LAFAYETTE
COLUMBIA
CASS
RODESSA
VIVIAN
OIL CITY
BELCHER
COTTON VALLEY
CLAIBORNE
HOMER
MARION
JEFFERSON
CADDO LAKE
MOORINGSPORT
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LAKE BISTINEAU
BIENVILLE
2.0mv
RED RIVER
CASTOR
CARTHAGE
PANOLA
DESOTO
MANSFIELD
0.1mv
SHELBY

RATES PER MINUTE

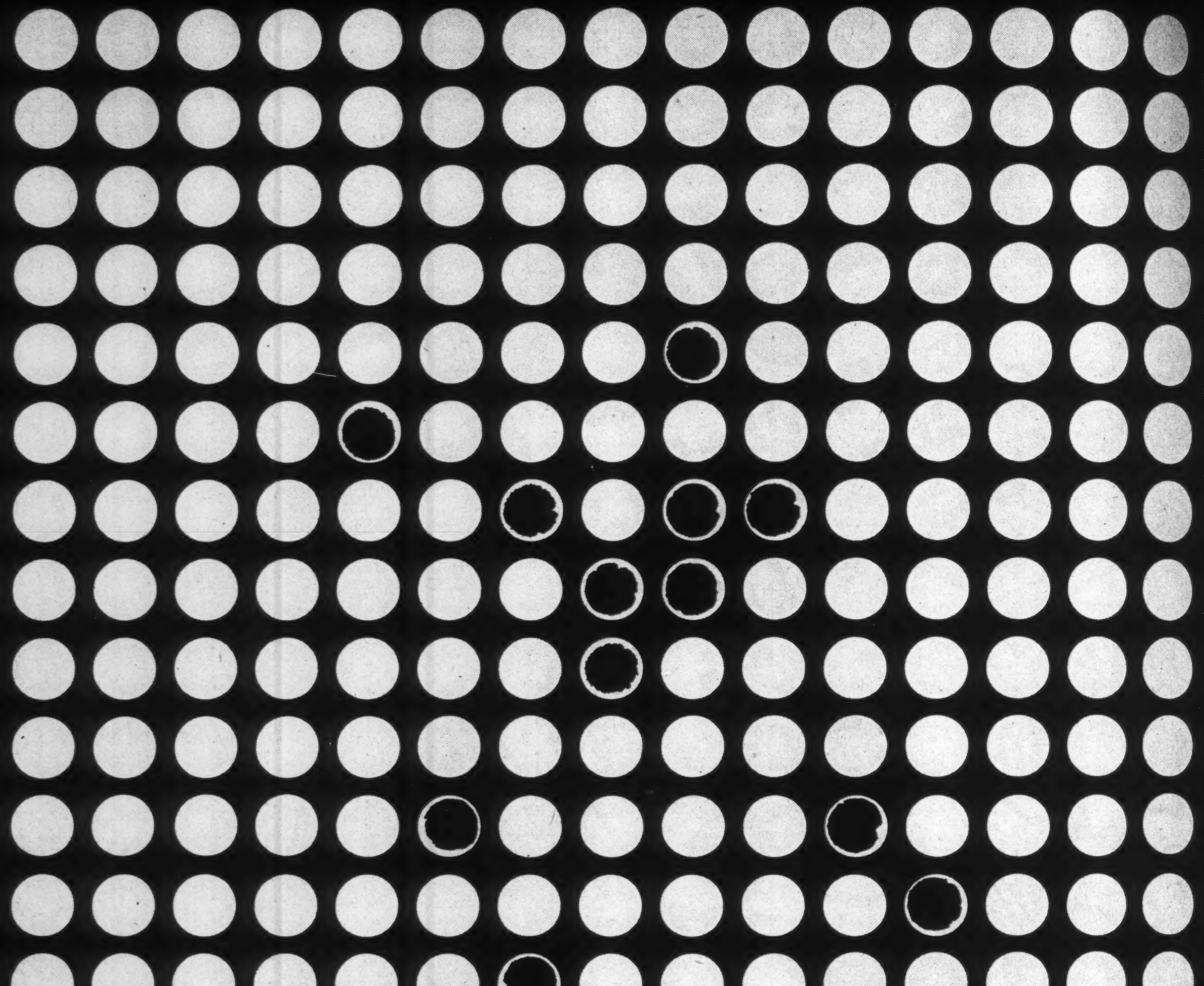
KJOE	STATION X	STATION Y
$7.00	$22.00	$13.25

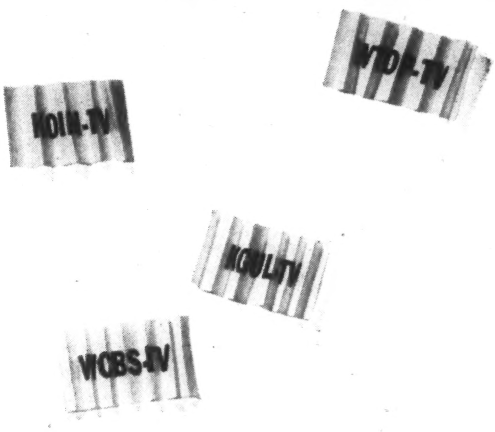
74.6% OF THE ENTIRE BUYING POWER IN THE SURROUNDING 10 COUNTY AREA IS WITHIN 20 MILES OF OUR TRANSMITTER

*Hooper Jan.-Feb. 1955

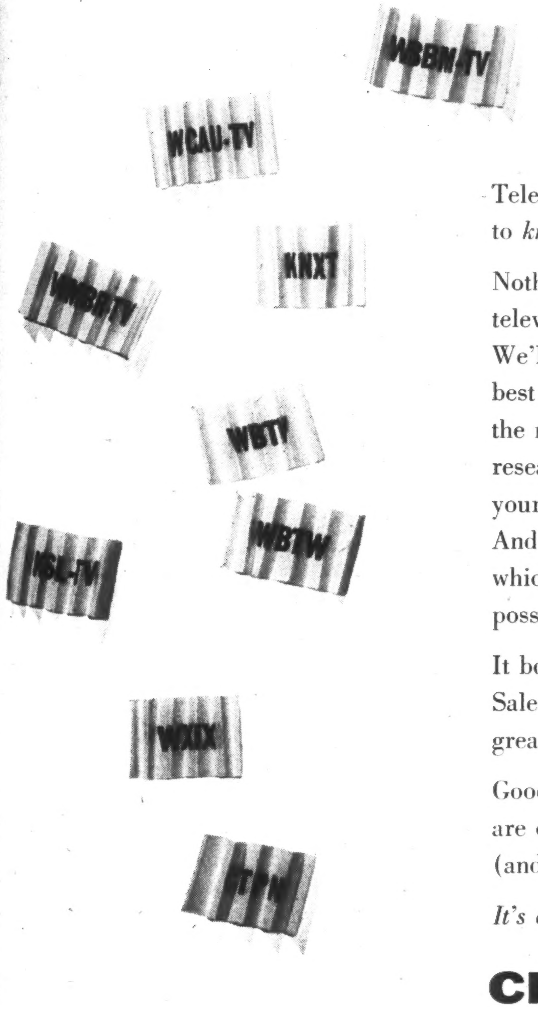
1000 WATTS DAY
JOE MONROE Pres. & Gen. Mgr.
507 Spring Street, Shreveport, La.
See **FORJOE** *for* **K-JOE**

K-JOE





good spots to be in



Television's great... but you can't play it blind. You have to *know* where the winners are.

Nothing's left to chance when you go into national spot television on any or all of the stations we represent.* We'll help you pick the sales strategy and the kind of schedule best suited to your specific needs in each market (thanks to the most television-experienced sales staff and the largest research department in the medium). We'll help you tailor your campaign to make the most of local viewing tastes. And we'll put it on the station in each of our 12 markets which will get you the strongest availabilities and the largest possible audience... at the lowest cost-per-thousand.

It boils down to this: With the help of CBS Television Spot Sales, you're able *most effectively* to combine television's great impact with the economy and pinpoint efficiency of spot.

Good reason why more than 300 national spot advertisers are currently using schedules on one or more of the stations (and regional network) we represent.

It's a good spot to be in!

CBS Television Spot Sales

Representing: WCBS-TV New York, WCAU-TV Philadelphia, WTOP-TV Washington, WBTV Charlotte, WBTW Florence, WMBR-TV Jacksonville, WXIX Milwaukee, WBBM-TV Chicago, KSL-TV Salt Lake City, KGUL-TV Galveston-Houston, KOIN-TV Portland, KNXT Los Angeles, CBS TELEVISION PACIFIC NETWORK

**Ask to see our latest presentation on the dimensions of television today. It's titled "The Best Spot in All Advertising."*

EVEN STANLEY WATCHES

WHEN
WHEN TV

CHANNEL 8, I PRESUME . . .

As far as Stanley is concerned, it's the end of the search. The big discovery has been made!

We mean Stanley, N. Y. of course, where they haven't seen a safari in a heck of a time. (The ground's pretty well trampled in those parts.)

Sounds as though there's nothing new to learn about Stanley, but WHEN-TV knows better. Stanley is just one of 250 upstate communities to which WHEN-TV has broken trail, getting to know the people, their buying habits, their buying power. Want to take some trade goods into the wilds of upstate N. Y.? Let WHEN-TV lead the expedition.

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES W·H·E·N TV

CBS
ABC
DUMONT

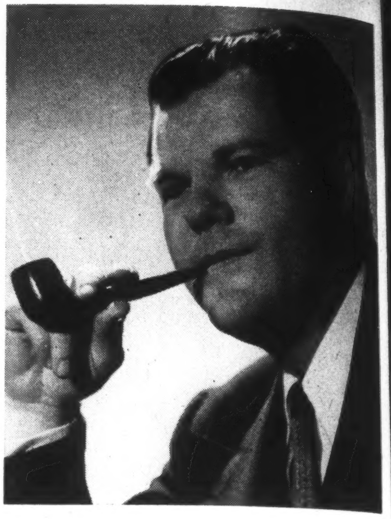
A MEREDITH STATION

CHANNEL 8

SYRACUSE, N.Y.

our respects

to HAL EUGENE ROACH Jr.



TWO months ago Hal Roach Jr. became the owner of the 18-acre Hal Roach Studios in a $10 million deal concluded with his father. As far as the overall company is concerned, he is now the Hal Roach of the title; as far as the new president is concerned, he is still Hal Roach Jr.

Brought up in the motion picture industry from the time of his birth in Hollywood on June 15, 1918, Hal Eugene Roach Jr. started working around the studio during vacations from Culver Military Academy. A business administration major at Culver, where he was captain of the boxing team, he turned down seven university athletic scholarships to join Hal Roach Studios in 1937.

After serving his apprenticeship in every department, he worked for 20th Century-Fox and Goldwyn Studios as assistant director and unit manager. In 1939 he returned to his father's studio to head the Stan Laurel-Oliver Hardy unit and to direct his first feature-length film, "Captain Fury."

During World War II he directed many training films for the Armed Forces and in 1945 became associated with Leo McCarey in the production of such features a "The Bells of St. Mary's" and "Good Sam."

Four years later Mr. Roach started as a tv film producer with ABC-TV's *Trouble With Father,* in association with Roland Reed Productions. With 130 films in the can, the series is now going into syndication. Following this effort, he came up with CBS-TV's *Racket Squad,* a group of 98 films now in distribution by ABC Film Syndication. Next came NBC-TV's *My Little Margie,* again with Roland Reed, which Scott Paper has renewed through the summer. With 126 films completed, it is pending whether *Margie* will chalk up another national sale or go into syndication.

The current trend toward hour-long tv films, one in which he believes, is not new to him. In 1951 he produced the first such films, "Three Musketeers" and "Hurricane at Pilgrim Hill," for NBC-TV's *Ford Theatre.*

He is presently shooting the 62d CBS-TV *Public Defender* under a contract for 69 with Philip Morris and Revlon, and the 30th *Passport to Danger* for ABC Film Syndication.

Upcoming plans under the Hal Roach Studios' banner include two untitled half-hour series to star John Nesbitt, who won five Academy Awards with his "Passing Parade" shorts for M-G-M, and Sonja Henie, who will appear in a format built around her touring ice show. Upcoming plans also include *Point of Crisis,* anthology series on mental health endorsed by the American Psychiatric Assn., and a series to be done under the auspices of Screen Directors Guild with proceeds going to the SDG welfare fund. The latter series, with top SDG members signed to direct episodes, will be somewhat similar to the former NBC Radio *Screen Directors Playhouse.* In the discussion stage is a projected Laurel and Hardy tv series.

"Our operation is basically an entertainment factory and, as such, we must have merchandise on our shelves to sell. It is our job to keep ready with shows that can fit a sponsor's needs," he declares. To this end, he has nine completed pilot films: *Parole Chief* with Pat O'Brien; *Blondie,* Pamela Britton and Hal Le Roy; *Alias Mike Hercules,* Hugh Beaumont; *Tales of a Wayward Inn,* Brian Aherne; *White Collar Girl,* Laraine Day; *Bozo the Clown,* Gil Lamb; *It Seems Like Yesterday,* Mary Anderson; *Guns of Destiny,* Paul Cavanaugh, and *Code 3.*

"Certain elements in entertainment prove themselves—one is that we work for a very exacting boss called the general public. In the movies we got a pretty good idea of where box office money comes from. The biggest money-making feature film series was 'Blondie,' which," he adds, "should indicate to a sponsor what it might be able to do in tv."

He looks to the 1955-56 season to be the biggest changeover year of all tv time. Video buying, he feels, is going into a more business-like operation after being pretty emotional to date. More thinking must be done in tv and more of it done in advance, he declares. "Advertisers are going to have to take a chance on new faces and new ideas, putting them under contract in order to control the property when it clicks. Color doesn't add one cent to the gross of the majority of motion pictures," he states. Color, on the other hand, does much for an advertiser in product identification, he feels. This suggests to Mr. Roach the possibility that, while the average tv program won't necessarily be enhanced by color or have enough plus to absorb the cost, color commercials might be all the more effective in their adjacency to black-and-white programs.

In addition to his own filmed programs and commercials—the latter business has increased 400% during the past two years—Hal Roach Studios handles production for the networks. Currently shooting are NBC-TV's *Life of Riley, Great Gildersleeve* and CBS-TV's *You Are There.* Recently completed pilots include NBC-TV's *Just Plain Folks, Frontier, Inside Dope* and CBS-TV's *The Mighty O.*

Dolly and Hal Roach with daughters, Sherry, 17, and Penny, 14, make their home in suburban Brentwood. A former president of the Academy of Television Arts & Sciences, he is proficient in most sports.

We
LOVE
WKMH

Everybody Loves WKMH

because

Everybody Loves NEWS, MUSIC and SPORTS

Let's face it! Folks around Detroit just naturally tune to the station that gives 'em what they love the most. Top *Disc Jockeys . . . Newscasts* every hour on the hour . . . Play-by-Play accounts of all *Detroit Tiger baseball* games night and day, at home and away. *No* wonder advertising pays off big on WKMH. You catch listeners in such a receptive mood!

YOU'LL LOVE THIS EXTRA SAVING!

SAVE 10%

BUY ANY 2 OR MORE OF THESE POWERFUL STATIONS AND SAVE 10% FROM RATE CARD

WKMH—Dearborn-Detroit
WKMF—Flint, Mich.
WKHM—Jackson, Mich.
WSAM—Saginaw, Mich.

Represented by Headley-Reed

WKMH

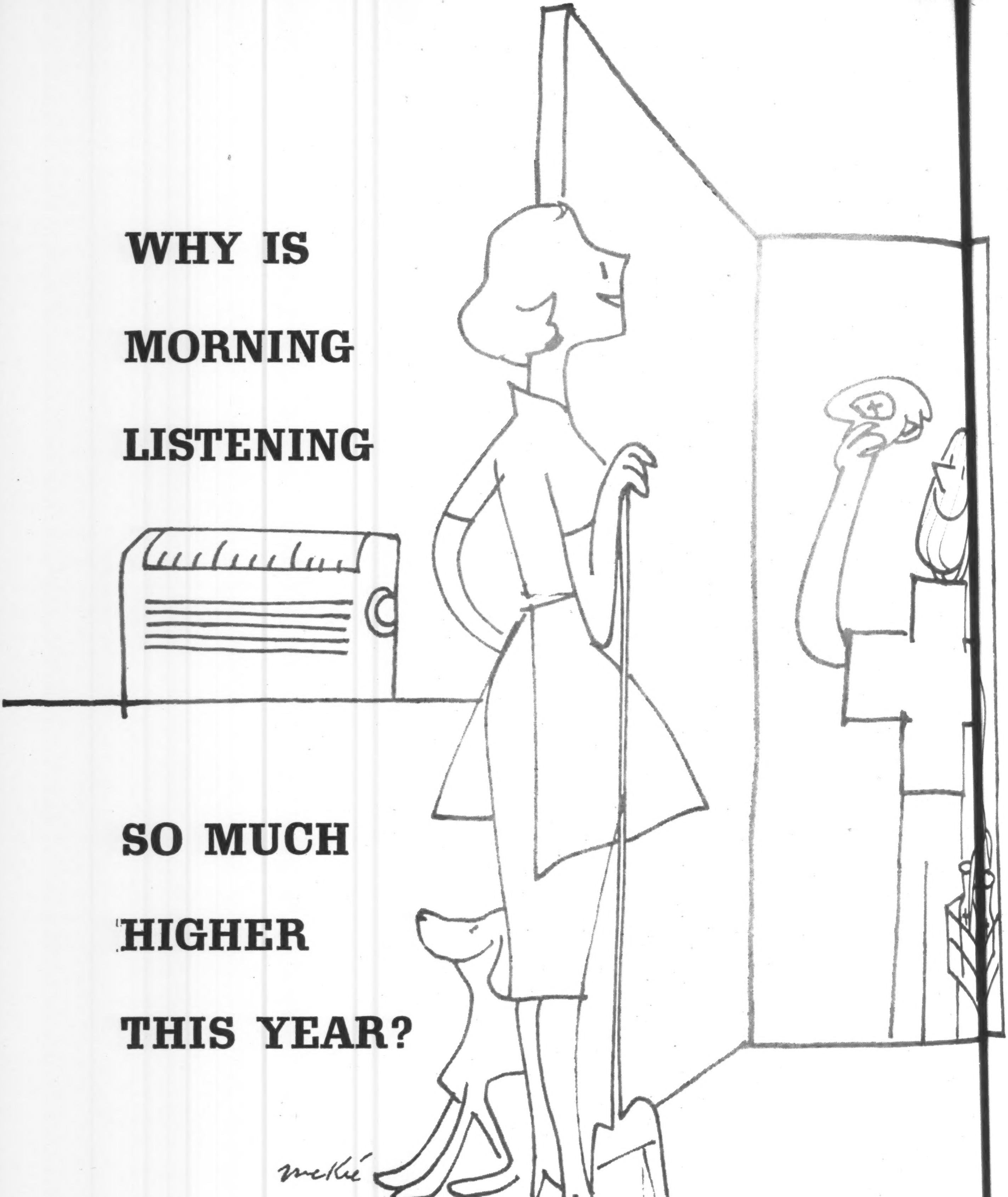
Dearborn—Detroit

FRED KNORR, *President*
GEORGE MILLAR, *Mg. Director*

The Community Stations

KNORR Broadcasting CORP.

WHY IS MORNING LISTENING SO MUCH HIGHER THIS YEAR?



It's become a vocational habit to explain trends in radio by trends in television.

But television doesn't explain an exciting development in morning radio—a sets-in-use increase of 7 per cent over last year. With 7½ million additional television sets, why should radio listening be higher?

The answer, we think, is not in television but in radio. It's especially in the local appeal of Mutual Broadcasting—with its 10 per cent listening gain, the biggest of any network. And it's clear and audible in Mutual's Queen for a Day—whose audience today is one third greater than in 1953.

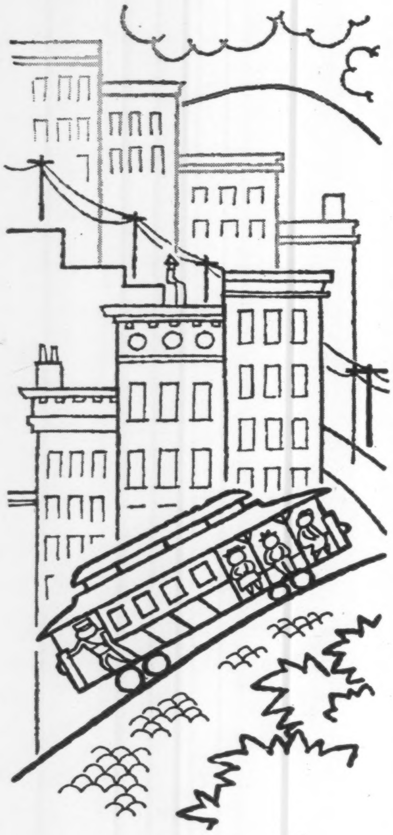
Queen for a Day—now hailed on its Tenth Jubilee—is a top-of-the-morning show for listeners and sponsors alike. It's a refreshing lift for 2½ million prospects—cooking, cleaning, shopping, and *listening* housewives. It's at 11:30 to 12 noon (with three-fourths of the day's shopping still to be done) and five times a week. It offers powerful, low-cost frequency in a market two-thirds unsold by television. Its new sponsor will join Old Gold, now on the show for a fourth successful year.

We'd like to tell you more about morning listening on the Plus network, and give you all the vital statistics of Queen for a Day.

MUTUAL BROADCASTING SYSTEM

Sources: Nielsen Radio Index (Full network, '55 over '54) J. A. Ward Study

to cover the
SAN FRANCISCO
Bay area...



. . . use one of
America's **2**
GREAT *independents!*

KYA

The Personality Station
. . . 1260 k. c.

NEW YORK OFFICE:
John Barry
28 West 44th St.
BRyant 9-6013-14

CHICAGO OFFICE:
George Clark
316 N. Michigan Ave.
RAndolph 6-0712

IN REVIEW

DARKNESS AT NOON

IN placing "Darkness at Noon" into the hands of Fred Coe, NBC-TV created a challenge for him. Arthur Koestler's book already had earned wide acclaim. Countless thousands more had been captured by the subsequent stage version of Sidney Kingsley. A tv performance of even slightly lower stature would have been tragic.

But Mr. Coe did not disappoint the televiewers.

Last Monday night's hour-and-one-half version in compatible color maintained that same excellence. Of the script itself there can be little criticism. Robert Alan Aurthur hewed closely to the book and stage versions. He commendably avoided over-embellishing portions where the dramatic settings and profound theme might have tempted the less-skilled writer.

"Darkness at Noon" is the story of a deposed communist commissar, Rubashov, who has been ground under the wheels of the despotic regime he, himself, worked so hard to create. The entire play revolves around his experiences in jail, as the party tries to force him into a public "confession." His mental turmoil is heightened by flashbacks to scenes of his own tyranny.

Lee J. Cobb in the lead role fully measured up to the stage interpretations of Claude Rains and Edward G. Robinson and in some respects surpassed them. Oscar Homolka as Ivanoff, a police despot, with just a trace of humanity, was most convincing.

David Wayne, the ruthless young Gletkin, who typified new blood taking over party reins, did well, though handicapped by an appearance that belied the brutality necessary for the part. Ruth Roman in the early part of the telecast tended to lapse into a Hepburn style of delivery that contradicted her interpretation of Luba, a confused party office worker. However, she more than compensated for this with a gripping performance in a later scene dealing with her own interrogation and condemnation.

Other than that, the scenes, camera work, music and other components of "Darkness at Noon" were executed flawlessly. Indeed, it would appear that the original story had been primarily written for tv with the main scenes restricted to the dungeons and with Mr. Cobb, in his imagination, walking from his cell onto the sets that were scenes of flashbacks.

As a postlude, Vice President Richard Nixon appeared on film to cite the timeliness of the production and point to the present day dangers of communism. While the content of his talk was 100% accurate, it seemed a slightly bumpy reiteration of a message that had been powerfully and well conveyed during the preceding hour and one half.

Telecast on NBC-TV, Mon., May 2, 8-9:30 p.m. EDT, sponsored by RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey Adv. and Ford through K & E.
Production costs: $300,000-$400,000
Produced by—Fred Coe
Director—Delbert Mann
Associate producer—Bill Nichols
Author—Sidney Kingsley, based on novel by Arthur Koestler, adapted by Robert Alan Aurthur
Settings—Otis Riggs
Costumes—Jerome Boxhorn
Unit manager—Perry Cross
Associate director—Dominick Dunne
Music director—Harry Sosnik
Spectacular director—Lawrence Elikann
Lighting—Jack Fitzpatric
Makeup—Dick Smith
NBC press representative—Alec Nyary

to cover the
NEW YORK
Metropolitan area...
in Spring, an Advertiser's fancy turns to...

N. Y. YANKEES

NEW YORK'S TOP DISC JOCKEYS:
Bob & Ray
Jack Lacy
Alan Freed
Brad Phillips
Peter Roberts
Stan Shaw

...LATEST NEWS....
ALL DAY TRAFFIC, TOO

New York's most exciting station and one of America's **2**
GREAT *independents!*

WINS
1010

50,000 watts...
...24 hours a day

SAN FRANCISCO OFFICE:
Chuck Christianson
Hotel Fairmount
DOuglas 2-2536

CHICAGO OFFICE:
George Clark
360 N. Michigan Ave.
RAndolph 6-0712

wherever particular timebuyers congregate...

Whether your preference is a vermouth cassis or a rollicking boiler-maker—that's *your* business. But so, too, is the successful placement of advertising messages where they'll get into the local bloodstream and elevate sales to gratifying heights.

This is why we commend to your attention some high-proof scuttlebutt that's going the rounds these days at such important timebuyers' *caravansaries* as Toots Shor's in the shadow of New York's Rockefeller Plaza. It deals with a greener pasture, seven counties wide in the State of Maine, with almost half a billion dollars of annual retail sales just waiting to be mowed. And *nothing* mows you a crop of it like the combination of WABI (radio) and WABI-TV. Ask some of the happy advertisers who are making themselves hay with this great team!

(As the aproned gentleman at left, above, puts it: "*A spot schedule without WABI and WABI-TV is like a gibson without an onion.*" An upped-periscope comment, sir, if ever there was one!)

wabi AM TV

Represented by: George P. Hollingbery—Nationally
Kettell-Carter—New England

BANGOR, MAINE

General manager: Leon P. Gorman, Jr.

EVERY

but some grow faster than others. And
it seems that's not enough. People are now
month—a gain of 40% over radio sales
it's a unique endorsement: the U.S. finds
day a new radio set is bought every

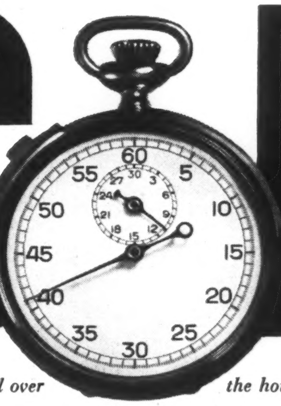
medium grows some each year,

while the average radio family has 2.2 sets,

buying nearly a million new radios a

last year. From our viewpoint at CBS Radio,

radio so entertaining that every shopping

SECND

With people buying so many new sets, radio today is all over the house—and as big as all outdoors. While television has moved into the parlor, radio has moved everywhere else... into 97 million places where it does not compete with television. Less than a fourth of all radios are now in living rooms. Some 18 per cent are in dining rooms and kitchens, 26 per cent are in bedrooms and "other rooms," 24 per cent are on the go in the family car, 9 per cent are in public places.... And wherever people are, whatever they are doing, they listen most to the CBS RADIO NETWORK.

EVERY

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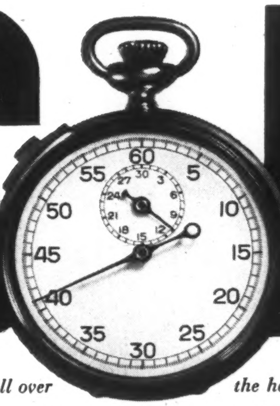
SECND

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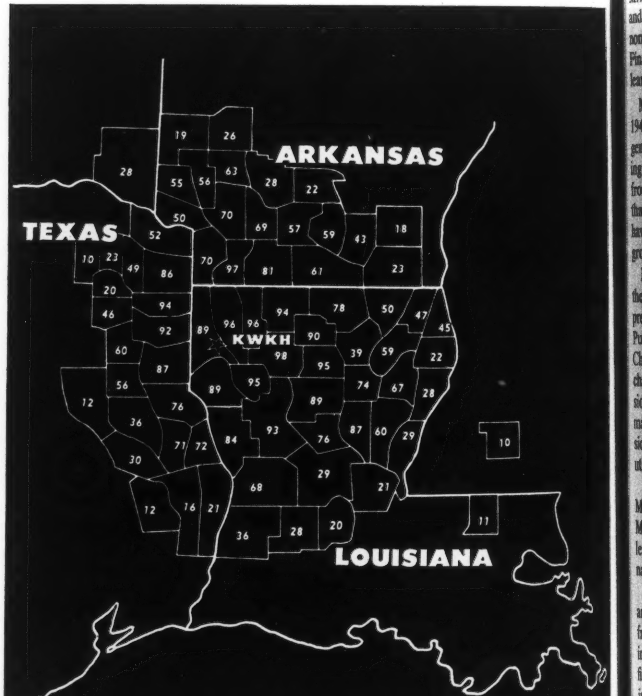
KWKH (SHREVEPORT)

EVEN FLOODS INTO *Water Proof!*

LATEST Hoopers show KWKH favored over the second station . . . *morning, noon* and *night* —up to 104%! Yet, the 50,000-watt power of KWKH gives you tremendously more than Metropolitan Shreveport . . .

Nearly 85% of our coverage is in places like Water Proof, Louisiana (pop. 420) —just one of hundreds of towns and villages in our 80-county daytime SAMS area. Actually, KWKH delivers 22.3% more daytime homes than all six other Shreveport stations *combined!*

Get all the facts from The Branham Company.



Nearly 2 million people live within the KWKH daytime SAMS area. (The area includes additional counties in Texas, Oklahoma, New Mexico and Mississippi not shown on map.)

KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co.
Representatives

Henry Clay
General Manager

Fred Watkins
Commercial Manager

BROADCASTING TELECASTING

May 9, 1955

Vol. 48, No. 19

WILL HENNOCK BE SUCCEEDED BY FLORIDA UTILITIES MAN?

President reportedly will appoint Richard Mack, Florida public utilities commissioner, to succeed the militant woman member of the FCC. Mack appointment would give the FCC three members with public utility-common carrier backgrounds.

PRESIDENT Eisenhower has decided to replace Comr. Frieda B. Hennock on the FCC and is believed prepared to nominate as her Democratic successor Richard Mack, 44-year-old Florida business man, now serving on the Florida Railroad & Public Utilities Commission.

It was learned authoritatively last week that Mr. Mack's qualifications had been checked and that the President intended to submit the nomination to the Senate probably this week. Final clearances were being obtained, it was learned.

Miss Hennock, who has served since July 6, 1948, had not announced her intentions. It was generally presumed, however, that she was seeking reappointment for a new seven-year term from June 30. The appointment would mean that of the FCC's seven members, three would have state public utility commission backgrounds.

Mr. Mack has twice served as chairman of the Florida commission and is currently vice president of the National Assn. of Railroad & Public Utility Commissioners. Both FCC Chairman George C. McConnaughey, former chairman of the Ohio Public Utilities Commission, and Comr. John C. Doerfer, former chairman of the Wisconsin Public Service Commission, have been prominently identified with the utility commissioners' national association.

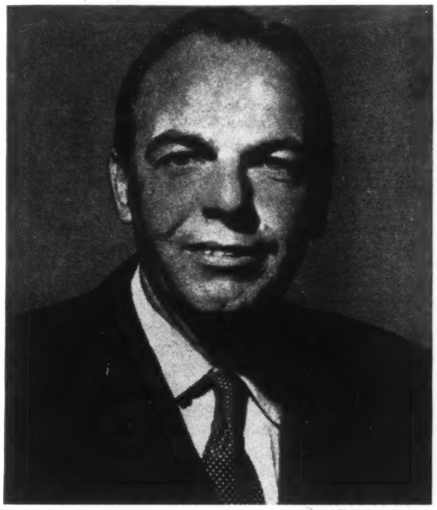
It was learned authoritatively that Chairman McConnaughey personally had endorsed Mr. Mack's candidacy. Chairman McConnaughey left Friday on a Defense Department indoctrination trip and was not available for comment.

Mr. Mack, unlike Messrs. McConnaughey and Doerfer, is not a lawyer. He graduated from the U. of Florida in 1932 with a degree in business administration. At the time of his first appointment to the Florida commission, in September 1947, he had been general manager of the Port Everglades Rock Co. of Fort Lauderdale, suppliers of rock for road building and other construction uses.

Mr. Mack, it was learned, had the unanimous support of the Florida Democratic congressional delegation, including Sens. Spessard Holland and George Smathers. It was understood that his prompt appointment initially had been opposed by Florida's new and only Republican congressman, William C. Cramer, but it was believed this opposition would be overcome. So far as it could be ascertained, a number of Republican organizations in Florida were disposed to favor the appointment of any Floridian to the office.

It was believed Mr. Mack's appointment was imminent because the administration appears to have embarked upon a new policy in recent weeks. Whereas the Eisenhower administration had permitted a number of agency appointments to lapse last year, the President last week named a successor to an incumbent on the Federal Trade Commission, although the latter's term does not expire until Sept. 25. Reason given was that Congress might not be in session at that time and ample time should be given.

Mr. Mack, a Protestant, was born in Miami but now lives with his wife and eight-year-old daughter in Tallahassee, the state capital, where the commission is headquartered. In 1942, he entered the Army as first lieutenant, having held an ROTC commission. He left the service in June 1946 as lieutenant colonel of infantry, after having served in the European Theatre. The following January the Army offered him a Regular Army commission but he declined, continuing, however, as a lieutenant colonel in the Officers' Reserve Corps.



AP Wirephoto

RICHARD MACK

As a member of the Florida commission, Mr. Mack draws $10,000. The FCC currently pays $15,000 annually.

Mr. Mack was described as "very competent" by a congressional source. It was evident that the Florida Democratic delegation was determined to get the appointment for him. Sen. Smathers is a member of the Interstate & Foreign Commerce Committee.

Miss Hennock, the FCC's most militant member and chronic dissenter, probably will return to the practice of law either in New York or Washington or both. Before her appointment seven years ago she was a member of one of New York's prominent law firms, but had had no prior experience in communications.

Perhaps her greatest feat as a member of the FCC was her espousal of reservations for educational television, on a non-commercial basis. She prevailed in the issuance of the Sixth and Final Report on television allocations in 1952, when the FCC authorized the reservations. She barnstormed the country from coast to coast in whipping up support for her pet project.

Miss Hennock had been urged by friends to inform the President that it was not her intention to seek reappointment, having served seven years at personal sacrifice. Her consistent dissents on matters pertaining to commercial television and her determined pleas in behalf of the so-called minority had her labeled as the stormy petrel. She was constantly at odds with her fellow commissioners.

Whether Miss Hennock, born in Poland but reared in New York since childhood, actually wanted a second term was a moot question. Privately she told confidants that she desired to return to private life. But she was busy making speeches, writing dissenting opinions and visiting powers on Capitol Hill and in public life during the past few months.

The Consistent Dissenter

Miss Hennock has strongly advocated the move of all television to the uhf portion of the spectrum. She has decried the "unfair" competition between uhf and vhf, and has harshly attacked the networks as "monopolies." Her dissents followed a consistent course. Lawyers who have disagreed vigorously with her conclusions have nevertheless sung her praises on her legalistic approach and her draftsmanship.

The new appointee to the FCC is subject to confirmation of the Senate Interstate & Foreign Commerce Committee. Democratic members of the committee have insisted that they want a "real Democrat," and not an "Eisenhower Democrat." The FCC is now made up of four Republicans (the maximum permissible to one party under the law), two Democrats and an Independent.

The fact that the entire Florida Democratic delegation is supporting the Mack appointment would augur for his prompt confirmation, should he be nominated.

But there is another aspect that would raise eyebrows among those in broadcasting. The Mack appointment would mean that three of the seven members of the FCC would have public utility-common carrier backgrounds. There has always been the fear that those steeped in the common carrier concept would be disposed to apply that philosophy of regulation to broadcasting, which, under the statute, is specifically excluded from that field. Common carriers are entities which, by virtue of having "monopolies," are subjected to rate regulation and to limitation of profits.

HOW MUCH FOR A SPOT RADIO CAMPAIGN? F&P, NIELSEN ROUND UP SOME ANSWERS

Two firms develop pocket guide that gives buyers access to facts and figures on 161 large and small 'metropolitan areas', said to encompass 97% of the radio homes in the United States.

IT MAY come to pass that every radio salesman's dream will picture the average advertising agency executive behind his desk with a frayed copy of *Spot Radio Pocket Guide* tucked in his suit jacket and another copy on the desk near the telephone.

This dream would be accompanied by an expectation that with the guide, the agency's board chairman "and every other person interested in his company's advertising" would be able to "quickly and accurately determine what their dollars will buy in spot radio."

The unique pocket booklet thus is designed to make it possible for the user to estimate time costs in relation to geographic extent of coverage via spot radio, using stations in any number of top metropolitan areas, grouped up to 161, with an acceptable degree of accuracy.

What this means, in simpler terms, is how many homes will be covered and at what cost in a purchase of spot radio time on a certain number of stations located in a given number of top markets.

Very often this has been the cause in agency offices for no little gnashing of teeth and many piles of pencils worn to the stub. At times, these vital statistics are supplied too late for the budget planner who already has allocated his funds for the various media. Thus, the *Spot Radio Pocket Guide* is an attempt, through a statistical device, to get on the inside of agency planning for a slice of the pie rather than the crumbs.

Project Facts Further

Basically, this thinking has been stimulated by a desire of station representatives to tell spot radio's story to men who make the decisions as well as to those who carry out the decisions.

Ironically, although the radio medium has been around for more than two decades, not all agency buying and planning methods are yet attuned to the medium. Cited is the fact that although a timebuyer may know the radio business, the fellow who plans the budget or campaign in its initial phase may have had all his practical media experience in space.

It would be an exception rather than the rule for any one of these executives to be able to barge in on a buyer and obtain within a few seconds an estimate of how much coverage for how much cost any particular spot radio campaign on a given list of stations will provide.

That is what the *Spot Radio Pocket Guide* —a neat booklet of a handy, 4⅛ inch x 8½ inch size with 48 pages of statistics indexed in seven sections and containing two U. S. coverage maps—intends to provide as simply as possible.

Free & Peters already has an order for 10,000 printed copies. The firm intends to circulate them during presentations to top executives of leading advertising agencies, showing how they should be used and what they contain. F & P plans for the booklets to crop up at the NARTB convention this month in Washington.

At this time, the *Guide* is still in the process of birth. It is about to go to "bed" and will be circulating in agency offices later this month.

The *Pocket Guide* is the creation of a station representative firm, Free & Peters, and co-developed with A. C. Nielsen Co. Its purpose is to provide in scientific, statistical fashion an aid to the agency media planner's or buyer's aim "to evaluate national spot radio in terms of its true potential of coverage in relation to its costs."

The area covered in the booklet takes in those 161 large and small "metropolitan areas," in population rank, as determined by the U. S. Census Bureau. A. C. Nielsen notes that in the areas of "audited daytime coverage" of the 161 markets and stations used, there exist 44,723,000 or 97% of the U. S.' 45,859,000 radio homes.

The stations used were selected by Nielsen and generally are those having the largest circulation and highest rate in each market; thus all estimates reflect maximum costs. (The booklet notes that stations are not identified with Free & Peters or anyone else.)

FIRST COPY of the *Spot Radio Pocket Guide* developed by Free & Peters and A. C. Nielsen Co. is presented to R. C. Grahl, William Esty Co. L to r: seated, Jones Scovern, F & P vice president and eastern sales manager for radio; Mr. Grahl; standing, Russel Woodward, F & P executive vice president, and Bill Morrison, manager, F & P new business department.

In a cautionary note, the booklet points out that the purpose of the guide is to give the agency and advertiser "a means of comparing 97% U. S. potential coverage via spot radio, with circulation patterns and costs of a national magazine, a newspaper list or radio or television networks."

Thus, the guide does not intend to show "exact and accurate costs regardless of which station might be used in each market." With these statistics on hand, "potential cost-per-thousand can be approximated by applying a rating figure to the homes covered by the market list to be used."

It also is noted that the guide is not meant as a timebuying "tool" but as a pattern for estimating coverage and schedules to fit nearly any strategic or budgetary requirement.

The first section of the booklet groups the 161 largest U. S. metropolitan areas, arranged according to population rank, summing up with this basic data: cost (on one-time basis) in terms of a daytime minute, $3,819.46; daytime station break, $3,132.21, and daytime quarter-hour, $9,396.60—homes covered, 44,723,500 or 97% of total U. S. radio homes.

In a similar manner, a breakdown is given for the 125 largest U. S. metropolitan markets: daytime minute, $3,376.70; daytime station break, $2,716.30, and daytime quarter-hour, $8,142.44—homes covered, 43,931,200 or 95% of total U. S. radio homes.

For 100 top markets listed in the guide, $3,099.65 would purchase a daytime minute; $2,449.30, daytime station break; $7,309.94, daytime quarter-hour—homes covered, 42,983,200 or 93% of the total U. S. radio homes.

Similar information for the 75 largest markets: daytime minute, $2,686.85; station break, $2,111, and quarter-hour, $6,184.22 for 40,748,600 or 89% of total radio homes; for 50 top markets, minute, $2,203.05; station break, $1,683.95, and quarter-hour, $4,825.01 for 37,294,400 homes covered (82% of total U. S. homes).

Also provided is a list of total U. S. radio homes broken down according to each state and the District of Columbia with the number of total radio homes contained therein, number of homes covered by the 50 and 161 station lists and percentages of homes covered in these lists.

Another section provides sample schedules and end rate costs—i.e., 10 daytime minutes weekly, 20 daytime minutes weekly, 10 daytime station breaks per week, 20 daytime station breaks per week, three daytime quarter-hours and five daytime quarter-hours.

Costs are tabulated to show estimates for 13, 26, 39 and 52-week schedules for each market group (50, 75, 100, 125, and 161) and the homes covered in millions and percentage of the U. S. total. A similar sample is provided for nighttime schedules and end rate costs. These schedules are designed to provide comparisons of what added stations would cost and what they would deliver in terms of "additional coverage for the added cost."

Still another section provides formulas for estimating costs day or night for any schedule not shown in the sample tables and to convert any daytime costs provided into nighttime costs.

Gotham and Vladimir Agencies Consolidate

GOTHAM ADVERTISING Co., New York, and Irwin Vladimir & Co., same city, will consolidate to become Gotham-Vladimir Adv. Inc., effective July 1.

Irwin A. Vladimir, president of Vladimir, will be president of the new agency; Duncan D. Sutphen Jr., president of Gotham, becomes chairman of executive committee and executive director of domestic division; and Arthur A. Kron, now executive vice president and treasurer of Gotham, will have a similar position in the merged firm.

The enlarged agency will continue in the present Vladimir offices in Chicago and San Francisco.

The Gotham accounts are: Bethlehem Steel; General Dynamics; Johnston & Murphy (shoes); Savage Arms Corporation; Westclox and Zonite Products for Forhan's and Zonite. The Vladimir accounts for foreign markets are as follows: American Motors (Nash), Avco Manufacturing Corp. (Bendix & Crosley appliances), Mennen, Monsanto, Pillsbury, Reynolds Metals, Schlitz, Seagram's and Standard Oil of Calif.

SEASONAL BUYING DOMINATES SPOT

B•T check shows suntan preparations and beverage producers lead the way in buying spot announcements for summer months.

SUMMER SEASONAL advertisers dominated the list of spot purchasers on radio and television, with campaigns starting this month and in June, a B•T check last week indicated.

Hot weather clients included McKesson & Robbins' Tartan sun oil, J. B. Williams' Skol, Colgate's Kan-Kil, Schaefer Brewing Co. (beer) and the Coca-Cola Bottling Co. of New York.

Non-seasonal advertisers were Harold F. Ritchie Co. (Brylcreem hair tonic) and General Foods (Raisin Bran cereal).

McKesson & Robbins, New York (Tartan sun oil), will start its fourth successive year with a radio-tv campaign effective the end of May, with an approximate 10% increase in the budget for television over that of last year. The schedule will be placed in about 25 radio and television markets and will run from six to eight weeks, depending on the market. Ellington & Co., New York, is the agency.

J. B. Williams Co., Glastonbury, Conn. (Skol), is planning a television spot announcement campaign in about a half dozen scattered markets to start May 28. J. Walter Thompson, New York, is the agency placing the six-week schedule.

Colgate's Kan-Kil, Jersey City, has increased its television outlay about 600% over last year. The firm had used 10 stations but is planning to expand this to 60 tv stations starting June 1 for 13 weeks. This is in addition to the radio spot announcement campaign placed the end of April on more than 100 radio stations. Street & Finney, New York, is the advertising agency.

Schaefer Renews

F&M Schaefer Brewing Co., Brooklyn, N. Y., is in the process of renewing its present schedule in more than a dozen eastern markets through BBDO, New York.

The Coca-Cola Bottling Co. of New York in late April placed a radio spot announcement campaign on several New York stations. William Esty Co., New York, is the agency.

Harold F. Ritchie Co. (Brylcreem hair tonic) Clifton, N. J., will add southeastern and New England markets early in May to its intensive television spot list. Contracts placed through Atherton & Currier, New York, are for 52 weeks.

General Foods, New York (Raisin Bran cereal), through Benton & Bowles, New York, is planning to buy participations and spots in approximately 60 television markets, starting mid-May. Contracts run for two or three weeks, varying according to markets.

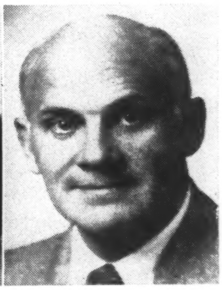
Kiesewetter New Board Chief As KBH&S Sets Rotation Plan

REALIGNMENT of top echelon personnel at Kiesewetter, Baker, Hagedorn & Smith Inc., N. Y., with President H. M. Kiesewetter moving up to board chairman, has been announced by the agency. Mr. Kiesewetter has completed 25 years as president of KBH&S and its predecessor H. M. Kiesewetter Adv. He is succeeded as president by Samm S. Baker, vice president and copy chief, who becomes the first president under a new rotation policy for the presidency, to be based on seniority.

Mr. Baker will be succeeded next year by Horace Hagedorn, vice president and secretary, who in turn will be succeeded the following year by H. B. Smith, vice president and treasurer. All stock in the agency continues to be owned by these officers, plus stock owned by Frederick Russell, vice president in charge of art.

No other personnel changes are involved, the agency announced.

MR. KIESEWETTER


MR. BAKER

MR. HAGEDORN

MR. SMITH

Network March Gross 14.3% Over Last Year

GROSS time sales of the four radio and four tv national networks in March totaled $45,820,289, a gain of 14.3% over the gross billings of $40,102,683 for March 1954, according to the March report of Publishers Information Bureau. Combined radio-tv network gross for the first quarter of this year was $131,592,506, up 15.8% from the $113,595,465 grossed in the first quarter of last year.

Continuing the trend of the past several years, tv network billings are sharply up from a year ago—showing a 32.0% rise for March and a 33.7% increase for the first quarter 1955 compared with 1954. Radio network billings are down somewhat less sharply, with March of this year falling 19.1% behind the same month of 1954 and the first three months 18.1% below last year's gross for the same period.

The trend is clearly reflected in the change of the past 12 months. A year ago the dollar volume of tv network business was slightly less than twice the radio network figures; today the tv networks are grossing slightly more than three times as much as the radio networks. Network-by-network figures compiled by PIB for radio and tv for March and the first quarter, 1955 and 1954, are listed in the above chart.

NETWORK RADIO

	March 1955	March 1954	Jan.-Mar. 1955	Jan.-Mar. 1954
ABC*	$ 2,445,765	$ 2,764,547	$ 7,320,805	$ 8,089,938
CBS	4,391,864	5,456,351	12,524,418	15,372,037
MBS	1,445,035	2,034,961	4,109,505	5,715,338
NBC	2,953,486	3,639,278	8,282,310	10,208,000
Total	$11,236,150	$13,895,137	$32,237,038	$39,385,313

NETWORK TELEVISION

	March 1955	March 1954	Jan.-Mar. 1955	Jan.-Mar. 1954
ABC	$ 3,806,425	$ 2,640,699	$11,092,316	$ 7,923,645
CBS	16,036,896	11,379,631	46,562,763	32,058,441
DuM	628,625	1,205,526	1,949,860	3,759,291
NBC	14,122,193	10,981,690	39,714,529	30,466,775
Total	$34,594,139	$26,207,546	$99,319,468	$74,208,152

NETWORK RADIO TOTALS TO DATE

	ABC	CBS	MBS	NBC	TOTAL
Jan.	$ 2,487,140	$ 4,181,787**	$1,372,532	$ 2,744,204	$10,785,663**
Feb.	2,387,900**	3,950,767	1,291,938	2,584,620	10,215,225**
Mar.	2,445,765	4,391,864	1,445,035	2,953,486	11,236,150
Total	$ 7,320,805	$12,524,418	$4,109,505	$ 8,282,310	$32,237,038

NETWORK TELEVISION TOTALS TO DATE

	ABC	CBS	DuM	NBC	TOTAL
Jan.	$ 3,718,195	$15,831,141	$ 723,960	$13,172,695**	$33,445,991**
Feb.	3,567,696	14,694,726	597,275	12,419,641**	31,279,338**
Mar.	3,806,425	16,036,896	628,625	14,122,193	34,594,139
Total	$11,092,316	$46,562,763	$1,949,860	$39,714,529	$99,319,468

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* In order to maintain continuity and comparability with previously published data, an adjustment factor of 1.817 has been used by P.I.B. in calculating gross network radio time charges for those nighttime network radio programs where ABC Rate Card No. 6 was in effect.

** Revised as of 5/4/55.

P&G Balks on 'Crusaders,' Will Drop 'Topper' and Time

PROCTER & GAMBLE, Cincinnati, alternate-week sponsor of *Topper* Fridays, 8:30-9 p.m. EDT on CBS-TV, will drop program and time period after the summer season because of disagreement over the new program replacement, *The Crusaders,* which starts in the fall.

Reynolds Tobacco Co.'s Camel cigarettes, through William Esty Co., New York, had first option on the time and wanted to replace *Topper* with Mickey Spillane's *The Crusaders* but P&G refused to go along with the mystery thriller format. Camel thus will sponsor the mystery show on alternate weeks with the network looking for a new co-sponsor for the fall.

Meanwhile P&G for its Pin It home permanent wave, through Benton & Bowles, New York, was understood to be about to sign for another network show.

Colgate-Palmolive Presidency Resigned by Joseph McConnell

JOSEPH A. McCONNELL, one time NBC president, has resigned as president of Colgate-Palmolive Co.

The company reported last Wednesday that its board of directors has accepted the resignation of Mr. McConnell who has been given a leave of absence until July 1.

Mr. McConnell was NBC president prior to his joining Colgate-Palmolive two years ago, succeeding E. H. Little as president of the firm. Mr. Little at that time was elevated to chairman of the board at C-P, a position he still holds.

No action has yet been taken on the appointment of a successor. Mr. McConnell, a former attorney, is expected to open his own law offices in New York, it was reported.

Timebuying Paper Work Cut Down by WBC Plan

Key to the new method is an open-end contract between agency and broadcaster which serves the ageny in purchases for any and all clients.

WESTINGHOUSE Broadcasting Co. last week announced details of a newly-devised method it believes will eliminate most of the paper work in the purchase of announcements and programs on television and radio stations.

MR. CAMPBELL

Key to this new WBC method of operation, according to Eldon Campbell, national sales manager of Westinghouse, lies in a blanket, open-end contract (one for radio and one for tv) between advertising agency and broadcaster. Once signed, this contract can serve the agency in purchases of broadcasting service for any and all clients, Mr. Campbell pointed out. The only additional paper work required is a purchase order, known as a "confirmation of broadcast order" or CBO in radio-tv parlance. Mr. Campbell added that "a CBO is always made out for each purchase anyway."

Mr. Campbell explained that under current practices, each new purchase requires a completely new contract, with multiple copies passed between agency, station and the station's national representative. At each office, he said, copies are placed in files and usually "wind up in the station's and agency's inactive files."

"This new method," Mr. Campbell said, "eliminates need for at least 50%—maybe more—of the paper work now done for purchase of broadcasting service at agencies and stations. This eliminated paper work is clearly superfluous formalization of oral or informally-written agreements well understood by both parties and always lived up to."

In the development of this streamlined operating method, Mr. Campbell gave the William Esty Co., credit for serving as a voluntary agency "guinea pig." Legal and business details were ironed out in November 1954 by Richard Grahl, vice president of Esty; John W. Steen, WBC attorney; Mr. Campbell, and executives of Free & Peters Inc., which inspired the plan. Free & Peters is national sales representative for WBC and for 42 other stations.

Mr. Campbell said the WBC contracts are slightly-amended versions of the standard AAAA contracts for radio and tv. As an example, he cited the contracts with William Esty, pointing out only details of any particular purchase are left out. These details, confined to the "CBO," will be prepared by Free & Peters after authorization from Esty and WBC, according to Mr. Campbell.

He predicted that the resulting decline of paper work would lead to "wide acceptance" of the "WBC plan" or some similar contract simplifications in the advertising and broadcasting industries.

Florida Citrus Commission To Seek Bids From Agencies

FLORIDA CITRUS Commission, Lakeland, Fla., with an advertising budget of approximately $3½ million, which has been handled by J. Walter Thompson Co., New York, for the past five years, has sent out a questionnaire to more than 20 agencies, four of which will be chosen to make a presentation to the commission on June 1.

Heretofore, J. Walter Thompson alone has made a formal presentation to the commission each year. The agency, it was understood, will make another formal presentation along with the four others chosen. The agencies were asked to return the questionnaires to the commission by Tuesday (tomorrow).

One of the reasons that reportedly prompted this action was that the canners have been critical of the commission's advertising program and have recommended that other agencies be brought in.

The commission has been sponsoring *Twenty Questions* on ABC-TV and *Florida Calling* on Mutual, plus a spot campaign. The Thompson agency has been having its troubles with ABC-TV, which pre-empted the program time of *Twenty Questions* for next season. Tom Moore, host of *Florida Calling*, also hit the agency with a verbal barrage, it is reported, when he learned that a Thompson account executive had approached the commission with a $2 million tv package deal that would have excluded both his show and *Twenty Questions* from future plans.

Internat'l Ad Expenditures By U. S. Up in '54 Over '53

INTERNATIONAL advertising expenditures by U. S. companies were larger in 1954 than the total of $280 million in 1953 and expectations are that the volume will increase still further in 1955.

This conclusion was based on a survey made by the International Advertising Assn. among 3,450 companies, released last Thursday at the IAA's seventh annual convention in New York. Although figures for 1954 and projected figures for 1955 were not provided, 48% of the respondents felt that their expenditures in 1955 would be higher than 1954 and 46% indicated they would be "about the same."

While the convention did not deal specifically with radio and television phases of advertising, these topics were touched upon by speakers who discussed the advertising field in a general vein. Among the speakers were Arthur Kron, executive vice president of Gotham Advertising Co., New York, on "What We Know About Media Now"; Marion Harper Jr., president of McCann-Erickson Inc., New York, on "Report on the Future", and William L. Cunliffe, president of Standard Brands International Ltd. Inc., on "What Management Expects."

Among the convention exhibitors were Foote, Cone & Belding International, McCann-Erickson International, Young & Rubicam, CMQ radio and tv networks (Cuba), Pan-American Broadcasting Co., RPC Network (Panama), Radio Rumbos (Venezuela), WAPA-TV San Juan, WKAQ-AM-TV San Juan, P. R., YSEB and YSDR San Salvador.

'Tribune' Sets Panelists For Advertising Forum

PARTICIPANTS from agency and other fields in the sixth annual *Chicago Tribune* forum on distribution and advertising, May 17-18, have been announced by Walter Kurz, manager of general advertising at the *Tribune*. Among panelists scheduled to talk are:

Lyndon O. Brown, Dancer-Fitzgerald-Sample Inc.; Sherwood Dodge, vice president of marketing, and A. J. Becker, vice president, Foote, Cone & Belding; Ben R. Donaldson, advertising director, Ford Motor Co.; A. W. Lehman, managing director, Advertising Research Foundation; Fred B. Manchee, executive vice president and treasurer, BBDO; Wallace H. Wulfeck, vice president and assistant to president, William Esty Co; Robert J. Keith, vice president, Pillsbury Mills Inc.; John B. McLaughlin, sales and advertising director, Kraft Foods Co.; David Ogilvy, president, Ogilvy, Benson & Mather Inc.

LATEST RATINGS

NIELSEN

Top 10 Television Programs

(Two Weeks Ending April 9, 1955)

Rank	Program	Homes (000)
1.	Academy Awards (NBC)	18,785
2.	Circus Highlights—1955 (NBC)	18,230
3.	I Love Lucy (P. Morris) (CBS)	17,108
4.	I Love Lucy (P & G) (CBS)	17,040
5.	Max Liebman Presents (Sun.) (NBC)	15,570
6.	Toast of the Town (CBS)	15,315
7.	Jackie Gleason Show (CBS)	15,012
8.	Disneyland (ABC)	14,965
9.	Jack Benny Show (CBS)	14,251
10.	You Bet Your Life (NBC)	14,186

Rank	Program	Homes %
1.	Academy Awards (NBC)	57.5
2.	Circus Highlights—1955 (NBC)	57.2
3.	I Love Lucy (P & G) (CBS)	54.2
4.	I Love Lucy (P. Morris) (CBS)	52.9
5.	Max Liebman Presents (Sun.) (NBC)	48.9
6.	Toast of the Town (CBS)	48.1
7.	Jackie Gleason Show (CBS)	47.9
8.	Disneyland (ABC)	47.0
9.	Jack Benny Show (CBS)	44.9
10.	You Bet Your Life (NBC)	44.0

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VIDEODEX

Top 10 Network Tv Programs

April 1-7, 1955

	Name of Program	Cities	Homes %
1.	Dragnet (NBC)	129	39.7
2.	Jackie Gleason (CBS)	105	37.5
3.	Toast of the Town (CBS)	138	36.4
4.	Groucho Marx (NBC)	159	36.1
5.	George Gobel (NBC)	131	34.3
6.	I Love Lucy (CBS)	146	33.1
7.	Buick-Berle Show (NBC)	139	31.7
8.	Disneyland (ABC)	163	31.2
9.	Ford Theatre (NBC)	172	31.0
10.	Our Miss Brooks (CBS)	61	30.8

	Name of Program	Cities	Homes (000)
1.	Dragnet (NBC)	129	13,249
2.	Toast of the Town (CBS)	138	12,234
3.	Groucho Marx (NBC)	159	12,193
4.	Jackie Gleason (CBS)	105	11,877
5.	George Gobel (NBC)	131	11,401
6.	I Love Lucy (CBS)	146	11,219
7.	Disneyland (ABC)	163	10,930
8.	Ford Theatre (NBC)	172	10,739
9.	Buick-Berle Show (NBC)	139	10,192
10.	Tv Playhouse (Sunday) (NBC)	120	9,706

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WILL COLOR TV ROLL THIS YEAR?

HERE'S WHAT SET MAKERS SAY ABOUT MASS COLOR TV AUDIENCE

WILL color television crash the consumer barrier in 1955?

Yes, says Brig. Gen. David Sarnoff, RCA-NBC board chairman.

Mass manufacture is here, according to William J. Halligan, Hallicrafters board chairman, who predicts a $695 set—and soon.

These two industry leaders are optimistic.

Disagreeing emphatically are Dr. Frank Stanton, CBS Inc. president; Dr. Allen B. DuMont, head of the manufacturing firm bearing his name; Dr. W. R. G. Baker, vice president and general manager of the General Electric Electronic Div.; also some officials of Zenith, Admiral and Motorola.

The future of this fantastic new medium thus faces the sharply varying views of top industry figures.

A quick survey of the nation's tv stations—as complete as could be made without conducting an actual census—shows that of 428 tv outlets there are:

- 188 equipped to transmit network color.
- 43 to transmit local color slides.
- 43 to transmit local color films.
- 15 to transmit local live color programs.

This indicates that nearly half of the operating stations are equipped to transmit color television.

Not Far From Double

The figure is not far from double the total number of black-and-white stations (108) that operated during the FCC freeze and sparked the nationwide development of the visual medium.

How about the public?

Since the progress of color tv will depend on public acceptance and willingness to spend money to look at polychrome programs, any forecast of television's future must recognize the present demand for black-and-white sets.

This startling figure came out at the weekend from the statistical department of Radio-Electronics-Tv Mfrs. Assn.:

- 2,188,252 tv sets were produced in the first quarter of 1955—50% above the 1954 first-quarter production.

At the end of 1954:

- 35,677,818 tv sets had been shipped from factories to dealers since 1946, when postwar production started.

Allowing for factory inventories and production in the 18 weeks of 1955, it's reasonably close to state that:

- 40 million tv sets have been manufactured; only a relatively few thousand have been color sets.

With the widespread interest in the future of color tv, and the expenditure of network and advertiser money in programming, B•T scanned the chromatic predictions of industry figures. Their divergent views are summarized herewith.

Gen. Sarnoff told RCA stockholders last Tuesday he firmly believes color tv will "break through and be well underway before Christmas of the present year," with a reasonable number of programs that will increase as more sets are installed in homes.

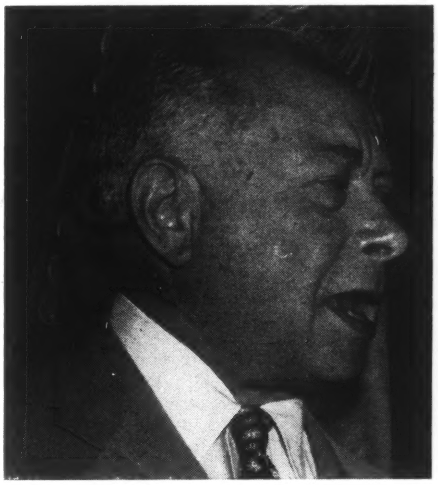
Gen. Sarnoff expressed the belief that color tv sets will be placed on the market at about $500 "within the next one or two years."

He said the Lancaster, Pa., plant is being expanded to turn out 30,000 color tubes a month, with production to have started last week at Bloomington, Ind., on two new RCA 21-inch color tv sets—$795 consolette and $895 console.

"We are confident that we can sell all the color sets and tubes we will produce between now and the end of this year," he said.

(For story of RCA stockholders meeting, see page 92.)

Mr. Halligan, speaking as Hallicrafters board chairman, said in a letter to tv distributors:



GEN. SARNOFF
Breakthrough Before Christmas

"The time for the commercially practical mass manufacture of color television receivers has been a long time coming" but "it's here now, to stay. He urged industry suppliers to "get behind" the Hallicrafters model.

Hallicrafters will use a 21-inch RCA-type round picture tube, which Mr. Halligan said his company has determined is "currently the best" on the basis of its own continuous research.

Mr. Halligan predicted that this receiver will "be good for the next four years, if not longer." The RCA tube would be powered by a chassis containing a combination of RCA and Hallicrafters circuitry, using 26 tubes in all, including the picture tube and a rectifier.

Mr. Halligan said profit margins will be narrow on color sets but looked for better profits as production increases. He predicted the advent of color will lead manufacturers to a 10-year bonanza period.

The CBS Inc. attitude was voiced a fortnight ago by Dr. Frank Stanton, president, when he told the annual stockholders meeting that color has "some years to go" before it is in "general use." He added that when color does come, the increase in circulation will be rapid [B•T, April 25]. He reduced the problem to its elements in this way, "The great question is how fast and when" will color be accepted to the same extent as black-and-white is today?

Dr. Baker contended a color tv receiver priced at $500 is not the key to the mass market for color [B•T, May 2]. He argued the mass market is not one market, but has levels of price classes each of which can be penetrated only by a certain price level.

These price levels, he said, will change as the color market penetrates into the lower income groups and eventually the premium that buyers will be willing to pay for color will decrease. This prompted his prediction that sales of over 500,000 sets a year will not be reached until 1957, with a possible million sets a year in 1958, and if there is enough color programming at that time the sales may exceed 5 million sets annually by 1960.

Needed: The Right Tube

Having headed National Television System Committee, which developed the industry's technical standards for color tv, he said there still is lacking a color tube that, with needed circuitry, can be made in quantity permitting sale of a set at a price the consumer will meet.

At a stockholders meeting last week Dr. Allen B. DuMont, in answer to a question on the status of color tv, noted that in 1946 he had predicted it would be some 10 to 20 years before color became available to the mass market. He now feels his estimate was good.

DuMont, which has predicted it might have some sets available in the fall at the $800-$1,000 price level (22-inch rectangular glass tube), manufactures color transmitting equipment including complete scanning equipment for color. Dr. DuMont also said at the stockholders' meeting that color sets must reach the $300 level at retail.

Emerson Radio & Phonograph Co. has discontinued color receiver production.

Westinghouse used a color slogan, "First in Color," on the CBS-TV *Best of Broadway* Wednesday, referring to a claim by the company that it got out a 15-inch color set in February 1954 and six months later put out a 19-inch set which is now available. Many Westinghouse officials feel 1955 will not be the year for color. They believe that working models and improvements now in electronics industry laboratories foretell many new developments and that mass production of color tv sets for mass consumption won't occur until sets reach the $500 level.

In the wake of Hallicrafters announcement other Chicago-headquartered set makers were hesitant to go along with predictions that color tv would become a mass medium this year.

None of the firms contacted—Motorola, Admiral and Zenith—planned to make any production changes nor would they reveal any other plans for the fall. But it is known that Motorola and Admiral have turned out only a handful of color receivers, and Zenith none at all because it considers the present tv tube still a "Rube Goldberg" sort of development.

A spokesman for one of the leading manufacturers branded Hallicrafters' announcement as merely "a statement of attitude"—one which would not move color units off dealers' shelves.

Officials of Motorola Inc. could not be reached for comment but one observer of color tv indicated his belief that people still will not rush out to buy a 21-inch color receiver for $695 or even less.

He posed the problem as twofold: (1) picture tubes are still too expensive ($100 or perhaps slightly less) for manufacturers to put out sets and (2) color programming is still not extensive enough to stimulate public interest in color receivers. Even with a price of $500 on any set, he said, manufacturers could not be expected to put out sets as long as tubes remain as expensive as they are at present.

Motorola conspicuously avoided any mention of its color plans in its 1955 first-quarter financial report, with President Paul V. Galvin stating merely that "black-and-white accounts for the principal improvment" in the first three months. No estimates were available on 1955 fall output, but it was indicated that receivers "are to be had" for those interested in buying them and that no sets are "being dumped."

Nor would color television seem to be a major factor in Admiral Corp. plans for this year. Ross D. Siragusa, president, feels that the first real push in color tv—that is, the first glimmering of mass output—will begin next year. A spokesman indicated Thursday there is no reason to presume that Admiral has altered its views on the color tv situation. It's still another year off, he intimated.

Mr. Siragusa said, "When continuity of color programs becomes a reality and mass production of color receivers begins, this new development will serve as a tremendous stimulus to sales and profits." He added that Admiral's automation program "should be of great assistance in reducing production costs when color television goes into mass production."

Zenith had no official comment on the prospects for mass production of color television sets in 1955 but a spokesman reiterated the firm's position that the medium isn't "ready yet," as stockholders were duly apprised at their recent quarterly meeting. The core of Zenith's disbelief lies in the tube question, but in a different relationship to that of Motorola. The right tube just hasn't come along that would pave the way toward mass color tv, Zenith feels. Anyway, could advertisers afford it?, Zenith asks.

Eugene McDonald Jr., Zenith president, put it this way recently: "Zenith continues to feel that much more work remains to be done on color tv before simple, reliable color receivers of excellent performance are ready for mass manufacture at prices that will interest the public."

Dodge Buys Golf Finale

DODGE DIV., Chrysler Corp., Detroit, will sponsor the highlight segment of the final round of the 55th National Open Golf Tournament from Olympic Country Club, San Francisco, June 18, 8-9 p.m. EDT, on NBC-TV. The network estimates that 17 million viewers will see the telecast. Grant Adv. is Dodge agency.

AGENCY, station and government people talk things over. Ruth Jones, timebuyer for Compton Adv. Inc., New York, during her recent trip to Atlanta, is introduced to Georgia's Gov. Marvin Griffin (r), by Jack Collins, manager of WAGA-TV Atlanta.

INSTITUTIONAL ADS IMPLANT IDEAS—TIBBALS

BBDO vice president tells L. A. Ad Club that such commercials don't have to be dull.

INSTITUTIONAL advertising, properly handled, doesn't have to be watered-down, dull, dry and uninteresting, as proved by the commercials on CBS-TV's *General Electric Theatre,* according to Walter A. Tibbals, vice president in charge of west coast production, BBDO Hollywood, agency handling GE institutional advertising.

Mr. Tibbals, who addressed the Los Angeles Advertising Club last week, said the usual commercial sells by revealing to the potential customer the advantages, features and desirability of owning a certain product, then planting in his mind the need to buy the product.

"On the other hand," he commented, "the institutional commercial seeks to implant in the viewer's mind an idea, thought or concept. It doesn't necessarily sell a specific product, but always sells a basic idea or group of ideas."

On *GE Theatre,* the basic copy theme in the slogan "Progress Is Our Most Important Product," incorporates all the objectives which General Electric wishes to emphasize to the tv audience, he said.

Additionally, *GE Theatre* commercials perform a public service and at least 50% are devoted to defense products. Of that figure, 40% are commercials about the Air Force, Mr. Tibbals revealed.

"At BBDO, we believe that [institutional] commercials can and will do an extremely effective job." The agency vice president concluded: "They can be as forceful in the job they have to do as any commercial used to sell a product directly to the public."

Blough to Succeed Fairless

BENJAMIN F. FAIRLESS, chairman of the board and chief executive officer of United States Steel Corp., announced plans last week to retire from the corporation. He will be succeeded by Roger M. Blough, vice chairman of the board, who has been with the corporation since 1942. U. S. Steel sponsors *U. S. Steel Hour,* hour-long drama series on alternate weeks on ABC-TV, which is scheduled to move to CBS-TV effective July 6, also on an alternate week basis.

Gardner Adv. Founder Dies

HERBERT S. GARDNER Sr., 82, founder and board chairman of Gardner Adv., St. Louis, died May 4 in Asheville, N. C., after a short illness.

A 55-year veteran of the advertising business, Mr. Gardner opened Gardner Adv. in 1900 with 50 employes and remained president until 1934 when he became chairman of the board. Today the agency employs more than 200 people in its New York and St. Louis offices and handles more than $18,000,000 in advertising for its clients. He is survived by his widow, Mrs. Louise Gay Gardner, and three sons.

Seven Join Y&R Contact Dept.

SEVEN persons have joined the contact department of Young & Rubicam, New York. They are: Kenneth Alexander, formerly with Columbia Artist Management; John Bricker, formerly with E. J. Brach & Sons; Dudley Carroll, formerly with N. W. Ayer; Harold Davis, formerly with SSC&B; George Doodlett, formerly with Biow-Biern-Toigo; James Symington, formerly with J. Walter Thompson, and James Cameron, transferred from the Research Dept. of Y & R.

Remington Rand Names Y&R

REMINGTON RAND Inc., New York, announced last week that it had appointed Young & Rubicam, New York, to handle television advertising for all Remington products except typewriters. The latter will be handled by Compton Adv., New York.

In addition, the firm revealed that the Remington Shaver Div. will sponsor one third of *Caesar's Hour* on NBC-TV, effective in June, and that it will continue alternate sponsorship of *What's My Line?* on CBS-TV.

AGENCY SHORTS

H. Richard Seller Adv., Seattle, has absorbed **Blitz Adv.,** same city, and will occupy headquarters at 937 S.W. Jackson St., with H. Richard Seller, president and Arnold Blitz, vice president. Most creative and service personnel of both agencies will be retained with addition of Don James, creative director, Carvel Nelson & Powell, Portland, Ore., as copy chief.

Lewin, Williams & Saylor, N. Y., has moved to 130 E. 59th St.

Critchfield & Co., Chicago, moves to 520 N. Michigan Ave.

Jack T. Sharp Adv. Agency established in Plymouth Bldg., 2036 E. 22d St., Cleveland 15, headed by Mr. Sharp; telephone: Superior 1-1700.

Gray & Rogers, Phila., elected to American Assn. of Adv. Agencies.

AGENCY APPOINTMENTS

Webster-Chicago Corp. (record players, phonographs, tape recorders), Chicago, appoints John W. Shaw Adv. Inc., same city, for national advertising. Firm spends about $1 million yearly on national media. Radio will be continued by local distributors.

Nicolay-Dancey Inc. (New Era potato chips), Detroit, appoints Otto & Abbs Adv. Inc., same city. Tv probably will be used.

IXL Food Co. (Spanish-American food products), San Leandro, Calif., appoints Brisacher, Wheeler & Staff, S. F.

(A&A continues on page 51)

You know what's happening!

RADIO advertisers and agencies have known for many years that WHO, Des Moines, is one of the nation's *greatest* radio stations — the biggest, most popular, most productive station in Iowa Radio.

For the sake of all you successful *new* TV people, that fact helps explain why WHO-TV, in one short year, has become one of the nation's *top* television stations.

Suggestion: Next time you talk with the wisest "old hand" you know in radio or television — ask about WHO-TV. Better still, ask Free & Peters!

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Channel 13 • Des Moines • NBC

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Free & Peters, Inc.
National Representatives

Another thinly disguised WJR success story

Tulip time just ain't what it used to be

It was spring . . . tulip time. Only—who wanted tulips? A big importer found he couldn't move a huge quantity of imported bulbs.

His advertising agency man knew the answer: *Spot radio on WJR*. He knew it is the best way to *move goods fast*—and the *cheapest*.

He didn't know how little it could cost until the returns came in from WJR. Here's what he wrote us:

"The results were certainly one of the most outstanding stories ever accomplished in the United States. Your station far and away outpulled almost every other station *combined* in this particular offer."

We're used to that. Our regular advertisers are, too. But it surprises our newcomers. Our rates are higher than most, but the cost per sale on WJR was less than half the cost per sale on the other stations used.

He spent more money because WJR spends more money on programs. It cost us more than $1 million for local programming and talent last year. We've found—and so have our advertisers—that the more than 16,000,000 people in WJR's primary coverage area like and respect that kind of radio.

That's what our advertisers pay for. They get so much profit in return.

Your Henry I. Christal man knows more about WJR. Ask him.

The Great Voice of the Great Lakes

WJR *Detroit*

50,000 Watts CBS Radio Network

WJR's primary coverage area: 16,000,000 people

THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN MARCH

FROM the monthly audience surveys of American Research Bureau, B•T each month presents a table showing the 10 highest rated syndicated film programs for television in 10 major markets, selected to represent markets in all parts of the country and with various degrees of competition, from two to seven tv stations. At the bottom of the page is a list of the 10 films with the highest combined popularity in the 10-city sample.

NEW YORK — SEVEN-STATION MARKET

1. Superman (Flamingo)	Mon.	6:00	WRCA-TV	14.4
2. Little Rascals (Interstate)	M.-F.	5:30	WPIX (TV)	12.2
3. Wild Bill Hickok (Flamingo)	Wed.	6:00	WRCA-TV	11.4
4. Guy Lombardo (MCA-TV)	Thu.	7:00	WRCA-TV	10.8
5. Range Rider (CBS Film)	Sat.	6:30	WRCA-TV	10.6
6. Sherlock Holmes (UM&M)	Mon.	7:00	WRCA-TV	9.4
7. Abbott & Costello (MCA-TV)	Sat.	6:00	WRCA-TV	7.6
8. Annie Oakley (CBS Film)	Sat.	5:30	WCBS-TV	7.5
9. City Detective (MCA-TV)	Sun.	9:30	WPIX (TV)	7.4
10. Waterfront (MCA-TV)	Tue.	7:30	WABD (TV)	7.0
The Star and the Story (Official)	Sat.	7:00	WRCA-TV	7.0

MINNEAPOLIS-ST. PAUL — FIVE-STATION MARKET

1. Badge 714 (NBC Film)	Mon.	9:30	KSTP-TV	24.7
2. I Led Three Lives (Ziv)	Tue.	9:30	KSTP-TV	23.6
3. Mr. District Attorney (Ziv)	Fri.	7:00	KSTP-TV	20.9
4. Wild Bill Hickok (Flamingo)	Sat.	5:30	WCCO-TV	15.9
5. Liberace (Guild)	Tue.	7:00	WCCO-TV	15.7
6. Victory at Sea (NBC Film)	Sun.	5:30	KSTP-TV	15.3
7. Favorite Story (Ziv)	Sun.	9:00	WCCO-TV	11.7
8. Passport to Danger (ABC Film)	Tue.	7:30	KEYD-TV	11.7
9. Superman (Flamingo)	Wed.	5:30	WMIN-TV	9.6
10. T-Men in Action (ABC Film)	Thu.	7:30	WTCN-TV	9.6

CHICAGO — FOUR-STATION MARKET

1. Mayor of the Town (MCA-TV)	Sat.	10:00	WNBQ (TV)	29.5
2. Annie Oakley (CBS Film)	Sun.	2:00	WBKB (TV)	20.9
3. Science Fiction Theatre (Ziv)	Sat.	10:00	WNBQ (TV)	20.7
4. Cisco Kid (Ziv)	Sun.	5:00	WBKB (TV)	17.7
5. H. Christian Andersen (Interstate)	Sun.	2:00	WBKB (TV)	16.7
6. Wild Bill Hickok (Flamingo)	Sun.	1:30	WBKB (TV)	15.8
7. Stu Erwin (NTA)	Wed.	7:30	WBKB (TV)	15.8
8. Eddie Cantor (Ziv)	Mon.	9:30	WNBQ (TV)	14.2
9. Badge 714 (NBC Film)	Tue.	8:00	WGN-TV	13.5
10. Meet Corliss Archer (Ziv)	Tue.	7:30	WGN-TV	13.0
I Led Three Lives (Ziv)	Tue.	9:30	WGN-TV	13.0

ATLANTA — FOUR-STATION MARKET

1. Superman (Flamingo)	Wed.	7:00	WSB-TV	35.4
2. Wild Bill Hickok (Flamingo)	Thu.	7:30	WLWA (TV)	25.7
3. Racket Squad (ABC Film)	Sun.	7:00	WSB-TV	22.7
4. Favorite Story (Ziv)	Tue.	7:00	WAGA-TV	21.7
5. Mr. District Attorney (Ziv)	Fri.	7:00	WSB-TV	19.7
6. Abbott & Costello (MCA-TV)	Sat.	6:00	WSB-TV	19.4
7. Badge 714 (NBC Film)	Wed.	7:00	WLWA (TV)	13.1
8. Lone Wolf (MCA-TV)	Mon.	10:30	WSB-TV	10.5
9. Waterfront (MCA-TV)	Thu.	7:00	WAGA-TV	8.7
10. Appt. with Adventure (ABC Film)	Sun.	10:00	WAGA-TV	8.6

BOSTON — TWO-STATION MARKET

1. Mr. District Attorney (Ziv)	Tue.	10:30	WNAC-TV	23.1
2. Badge 714 (NBC Film)	Wed.	6:30	WNAC-TV	22.0
3. Wild Bill Hickok (Flamingo)	Tue.	6:30	WNAC-TV	20.1
4. Ellery Queen (TPA)	Sun.	10:30	WNAC-TV	19.3
5. Captain Gallant (TPA)	Sun.	5:30	WBZ-TV	18.7
6. Liberace (Guild)	Sun.	3:00	WBZ-TV	18.5
7. Boston Blackie (Ziv)	Fri.	10:30	WNAC-TV	18.2
8. Superman (Flamingo)	Fri.	6:30	WNAC-TV	16.7
9. Foreign Intrigue (S. Reynolds)	Mon.	10:30	WNAC-TV	15.0
10. Cisco Kid (Ziv)	Wed.	6:00	WNAC-TV	14.7

LOS ANGELES — SEVEN-STATION MARKET

1. Badge 714 (NBC Film)	Sat.	7:30	KTTV (TV)	27.8
2. Waterfront (MCA-TV)	Tue.	7:30	KTTV (TV)	27.3
3. Superman (Flamingo)	Sat.	7:00	KTTV (TV)	20.6
4. Annie Oakley (CBS Film)	Tue.	7:00	KTTV (TV)	19.8
5. Life of Riley (NBC Film)	Sat.	8:00	KTTV (TV)	18.8
6. Stories of Century (Hollywood)	Sun.	9:00	KTTV (TV)	17.7
7. Mr. District Attorney (Ziv)	Mon.	10:00	KNXT (TV)	16.2
8. I Led Three Lives (Ziv)	Sat.	8:30	KTTV (TV)	15.6
9. Liberace (Guild)	Tue.	8:30	KTTV (TV)	14.2
10. I Am the Law (MCA-TV)	Tue.	8:30	KTLA (TV)	13.2

SEATTLE-TACOMA — FIVE-STATION MARKET

1. Annie Oakley (CBS Film)	Thu.	6:00	KING-TV	34.5
2. Waterfront (MCA-TV)	Fri.	8:30	KOMO-TV	34.2
3. Badge 714 (NBC Film)	Fri.	9:30	KING-TV	32.8
4. The Whistler (CBS Film)	Fri.	10:00	KING-TV	19.1
5. Victory at Sea (NBC Film)	Fri.	6:30	KOMO-TV	19.1
6. Life with Elizabeth (Guild)	Mon.	7:00	KOMO-TV	19.1
7. Ellery Queen (TPA)	Mon.	10:00	KING-TV	17.7
8. Star and the Story (Official)	Mon.	9:30	KING-TV	17.4
9. Joe Palooka (Guild)	Wed.	6:30	KOMO-TV	17.2
10. Mr. District Attorney (Ziv)	Fri.	9:00	KING-TV	15.1

WASHINGTON — FOUR-STATION MARKET

1. Superman (Flamingo)	Tue.	7:00	WRC-TV	21.5
2. Wild Bill Hickok (Flamingo)	Thu.	7:00	WRC-TV	20.0
3. Ramar of the Jungle (TPA)	Wed.	7:00	WTOP-TV	18.9
4. Badge 714 (NBC Film)	Fri.	7:00	WRC-TV	16.6
5. Annie Oakley (CBS Film)	Sun.	7:00	WTTG (TV)	13.2
6. I Led Three Lives (Ziv)	Mon.	10:30	WRC-TV	13.2
7. Sherlock Holmes (UM&M)	Mon.	7:00	WRC-TV	12.9
8. Captain Gallant (TPA)	Sun.	5:30	WRC-TV	7.4
9. Range Rider (CBS Film)	Mon.	6:00	WTOP-TV	7.4
10. Foreign Intrigue (S. Reynolds)	Tue.	7:00	WTOP-TV	7.1

CLEVELAND — THREE-STATION MARKET

1. Waterfront (MCA-TV)	Wed.	7:00	WEWS (TV)	22.1
2. Little Rascals (Interstate)	M.-F.	6:00	WEWS (TV)	21.2
3. All Star Theatre (Screen Gems)	Thu.	7:00	WNBK (TV)	19.4
4. I Led Three Lives (Ziv)	Fri.	10:30	WXEL (TV)	19.0
5. Annie Oakley (CBS Film)	Sat.	6:30	WNBK (TV)	18.8
6. Badge 714 (NBC Film)	Fri.	7:00	WNBK (TV)	18.3
7. Liberace (Guild)	Wed.	9:00	WEWS (TV)	17.6
8. Eddie Cantor (Ziv)	Thu.	7:30	WEWS (TV)	13.7
9. Foreign Intrigue (S. Reynolds)	Sun.	10:00	WEWS (TV)	13.2
10. The Whistler (CBS Film)	Sat.	7:00	WNBK (TV)	11.8

DAYTON — TWO-STATION MARKET

1. Kit Carson (Coca-Cola)	Sun.	6:00	WLWD (TV)	30.4
2. Badge 714 (NBC Film)	Sun.	7:00	WLWD (TV)	20.5
3. Racket Squad (ABC Film)	Tue.	7:00	WHIO-TV	19.2
4. Waterfront (MCA-TV)	Sat.	7:00	WHIO-TV	17.9
5. Secret File USA (Official)	Fri.	10:30	WHIO-TV	17.7
6. I Led Three Lives (Ziv)	Tue.	9:00	WHIO-TV	16.7
7. Ramar of the Jungle (TPA)	Fri.	6:00	WLWD (TV)	15.8
8. Superman (Flamingo)	Mon.	6:00	WLWD (TV)	15.7
9. Appt. with Adventure (ABC Film)	Sun.	10:00	WHIO-TV	15.1
10. Star and the Story (Official)	Thu.	7:00	WLWD (TV)	15.0

TEN-CITY AVERAGE TOP 10

1. Badge 714
2. Superman
3. Wild Bill Hickok
4. Annie Oakley
5. Waterfront
6. I Led Three Lives
7. Mr. District Attorney
8. Little Rascals
9. Liberace
10. Racket Squad

A B•T PICTURE STORY

1. **"IT'S** a great new series," Frederic W. Ziv (l), board chairman of Ziv Television Programs Inc., tells Edward J. Broman, Central Div. sales manager, on Mr. Ziv's return to Cincinnati from Hollywood.

ZIV GETS A

STEP-BY-STEP ACCOUNT OF A

YESTERDAY (Sunday), a new program series started on WFAA-TV Dallas, a tv film series, *Science Fiction Theatre,* produced by Ziv Television Programs Inc. On WFAA-TV, the series will be telecast each Sunday, 8-8:30 p.m., under the sponsorship of Continental Oil Co.

There's nothing unusual in that. New program series start every day in the year on many tv stations. About 150, in fact, have started *Science Fiction Theatre* in the past few weeks or will start it in the next few.

But how does a new series get started? What is involved in putting the show on the road, or, in this case, putting a show on the air? Since our example is a Ziv production, B•T went to Cincinnati, to the office of Frederic W. Ziv, chairman of the board of Ziv Television Programs, for the first part of the answer to those questions.

"Our business is based on serving the stations that broadcast our programs and the advertisers that sponsor them," Mr. Ziv replied, "not just selling, but serving.

"The number one way to do that," he went on, "is to plan what will get the audience. Programs that do get audiences appeal to the basic emotions—love, conflict, adventure, mystery. These are things people want, things everyone's trying to give them. But just another anthology, just another cops-and-robbers story, isn't enough. The big problem is to give them in a new form, something off the beaten track."

Searching for that new format, Ziv program people were struck with one phenomenon, extremely successful with the reading and movie-going public but virtually untapped for television—science fiction. True, there had been an occasional science fiction program, but no series, no serious attempt to exploit videowise the tremendous appeal of this type of entertainment, attested to by sales of science fiction books and magazines and by phenomenal movie box-office records.

"Now comes the gigantic headache," Mr. Ziv stated. "We have our theme but how are we going to handle it? What kind of show can we make? Within the confines of good taste, which the stations demand, how can we come up with a series the public will love?"

2. **PLANNING** advertising and sales promotion for *Science Fiction Theatre* are (l to r): seated, Ted Fredstrom, assistant director of advertising; Mel Bernstein, sales promotion manager; Cy Wedding, copy chief; Bill Hetherington, art director; Leo Gutman Jr., director of advertising; Richard Gillespie, sponsor relations; standing, Robert Dunne, production; Stan Cohen, research.

3. **SELLING** the show to the men who will sell it to stations and sponsors, Mr. Broman briefs Ziv-Tv salesmen on the series, its advertising and promotion.

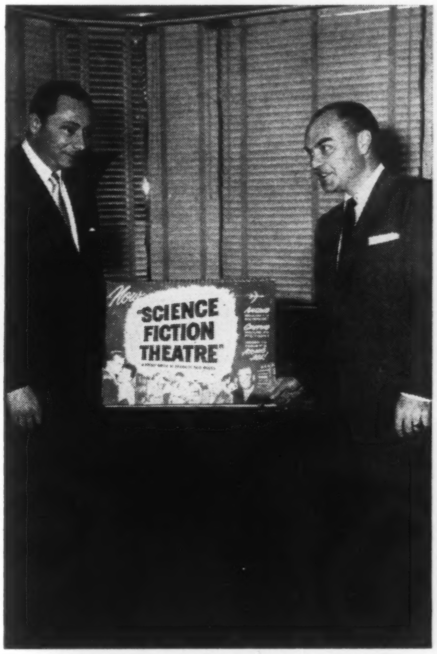
4. **SALESMAN** Ray McGuire (r) rehearses his presentation for Joseph Kotler, spot sales manager, with tape recorder catching his words for future study.

5. **IN DALLAS,** Phil Williams, Ziv-Tv spot sales manager (l), presents the video program series, with its attendant promotion and publicity material, to Ralph Nimmons (c), manager of WFAA-TV, and Mike Shapiro, WFAA-TV commercial manager.

A SHOW ON THE ROAD

OF A SERIES FROM 'IN THE CAN' TO 'ON THE AIR'

6. **"HERE'S** how it's going to go," Maurice (Babe) Unger (r), Ziv-Tv vice president in charge of west coast operations, says in explaining a sequence of a *Science Fiction Theatre* script to Ivan Tors, producer of the series (l), and Herbert Gordon, vice president, during a story conference at Ziv-Tv's Hollywood studios, where the programs are conceived, prepared and produced for telecasting.



7. **PRESENTATION** piece for the new series is admired in New York by M. J. Rifkin (l), vice president in charge of sales, Ziv Television Programs, and John L. Sinn, president of the tv film program production-syndication company.

Ziv's answer, the formula of *Science Fiction Theatre,* is to open each program with a short demonstration of some new scientific marvel, a real development of modern science that is actually being used today. The "mechanical man" utilized by Garrett Corp. to handle explosive chemicals or radioactive isotopes too "hot" for human workers to touch introduced one program; the machine that types words spoken to it introduced another.

After such a demonstration, it is easy for Truman Bradley, narrator of the series and only individual seen week after week, to lead into that week's story. That was real, he says; this is fiction. But perhaps, before long, it could happen. And the viewers, exposed first to reality, are ready

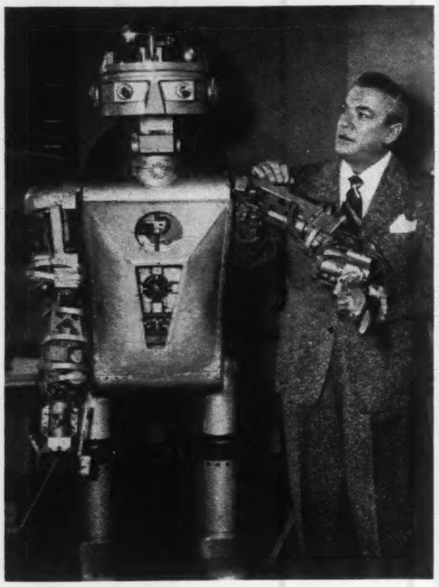
Now!
"SCIENCE
FICTION

8. **OFFICIALS** of Continental Oil Co., sponsor of the series on WFAA-TV, inspect "employe enthusiasm" kit. L to r: John Simmons, assistant division manager; Dean Hadfield, division manager; Mr. Williams; Mr. Shapiro; A. W. Tarkington, vice president; Sam Larson, regional marketing manager.

WFAA-TV
ATOMIC AGE
NO THREAT
TO ROMANCE

9. **CONOCO** employes learn of their company's new tv series from Vice President Tarkington at a preview screening of the program in the Continental National Bank Auditorium in Fort Worth. Mr. Shapiro (right panel) tells the audience that the telecasts will be seen in homes in 29 counties.

A B•T PICTURE STORY



10. HOST and narrator of the series Truman Bradley precedes each science story with a demonstration of a true science marvel, such as the mechanical man pictured here.

to give credence to the story that follows.

With a complete new roster of actors to be signed for each *Science Fiction Theatre* program, casting is a major problem, Mr. Ziv reported. He noted that the problem is further complicated by the fact that each week's story varies in nature from the one preceding and following it. This means that each drama must be cast in accordance with its overall mood and the proper star selected for the proper story.

"We think we've achieved a truly adult series in a field that could have been completely juvenile," Mr. Ziv told B•T.

This achievement has not been easy; it's entailed a laborious load of meticulous research. But it's paid off, he noted. One story in the series deals with a jet plane flying a little higher than jets yet have done. When this was shown to a prospective sponsor, a scientist on that company's staff objected that a fountain pen shown on the plane's instrument panel would explode at such a height.

"Since that company's product is the result of scientific research, the executives felt it should not sponsor a program which abused scientific facts," Mr. Ziv related, "so the whole sale hinged on whether or not that pen would have exploded. The salesman said he didn't have the answer but he'd get it and called the sales manager. The sales manager called me. I called the producer of the program, at our Hollywood studios. I expected him to say he'd have to check into it. Instead, he told me to wait while he got the file on it; he'd anticipated such an objection and had secured the opinion of leading aeronautical authorities that the pen would not explode under the conditions pictured in the program. That took care of that and we made the sale.

"Perhaps we're too methodical and overcautious," Mr. Ziv said, "but we prefer to take a little more time, to research a little more thoroughly, so that stations and sponsors won't be embarrassed by questions from viewers."

That same attitude characterizes the Ziv approach toward the use of the program. Stations want audiences; sponsors want sales; neither is interested in a program for its own sake. So Ziv-Tv salesmen are equipped with all the information needed to answer all a prospect's questions and to show him exactly what he's getting for his money.

"Once in a while the screening alone practically sells the series," Mr. Ziv said, "but even when the advertiser doesn't ask the questions he should we try to provide the answers. When his family, or his sales manager, or his golf foursome, or his banker, hears he is going to sponsor *Science Fiction Theatre* on a local tv station and asks, 'Why that?,' we want him to be able to justify his decision."

So, when the series was set, Leo Gutman, advertising manager, and Melvin Bernstein, sales promotion manager, were called in and put to work on plans for making *Science Fiction Theatre* do the maximum job for the stations carrying it and the advertisers sponsoring it.

This was some months after the science fiction idea had been approved and put into the planning stage, the spring of 1954. By fall two pilot films were completed and the advertising and promotion preparations begun. The last week in January 1955, Ziv-Tv salesmen gathered in Cincinnati, New York and Hollywood for four-day training meetings to learn about the new series and how to sell it to—and for—stations and sponsors.

In February trade paper advertising began —color spreads and embossed inserts, tel ing broadcasters and advertisers and adve tising agencies about the *Science Fictio Theatre* series. Selling also began then. A he left his division sales meeting, each Zi Tv salesman carried with him:

A 12-page (16 to 21 inches) flip-over brochure;

Sales talk file, with fact-sheets and other exhibits;

Promotion kit containing a three-color poster, a two-color streamer, a *Science Fiction Theatre* **ticket, a two-color newspaper-styled tabloid, letters to dealers signed by Truman Bradley and mailed from Hollywood, on-the-air promotion material, newspaper ads and mats, publicity stories and pictures and a publicity hand-book explaining how to use contests, special events and civic activities in promoting the program;**

"Enthuse" kit containing plant posters, letters from the "boss" to his employes' wives, payroll stuffers on "your company's new plan to increase business and to help brighten your job future," plans for using the public address system and the switchboard to publicize the program, even a design for a postage meter promotion;

Mounted poster;

Science and science fiction reprints from *Collier's, Saturday Evening Post* **and** *Life*;

Audition print of a *Science Fiction Theatre* **program;**

Film trailers;

Projector and screen;

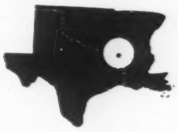
Ziv-Tv institutional book, showing that Ziv Television Programs is a good firm to do business with.

Approximately nine weeks after the sale

SCIENCE FICTION THEATRE
Promotion Kit

11. USING Ziv promotion kit, Charles Larkins, WFAA-TV promotion manager (seated), and his assistant, Joy Wright, coordinate newspaper advertising plans with the on-tv teaser spots scheduled by Bob Blase (l), program director, and Doc Hamilton, film director of the Dallas station.

THE ONLY COMPLETE COVERAGE

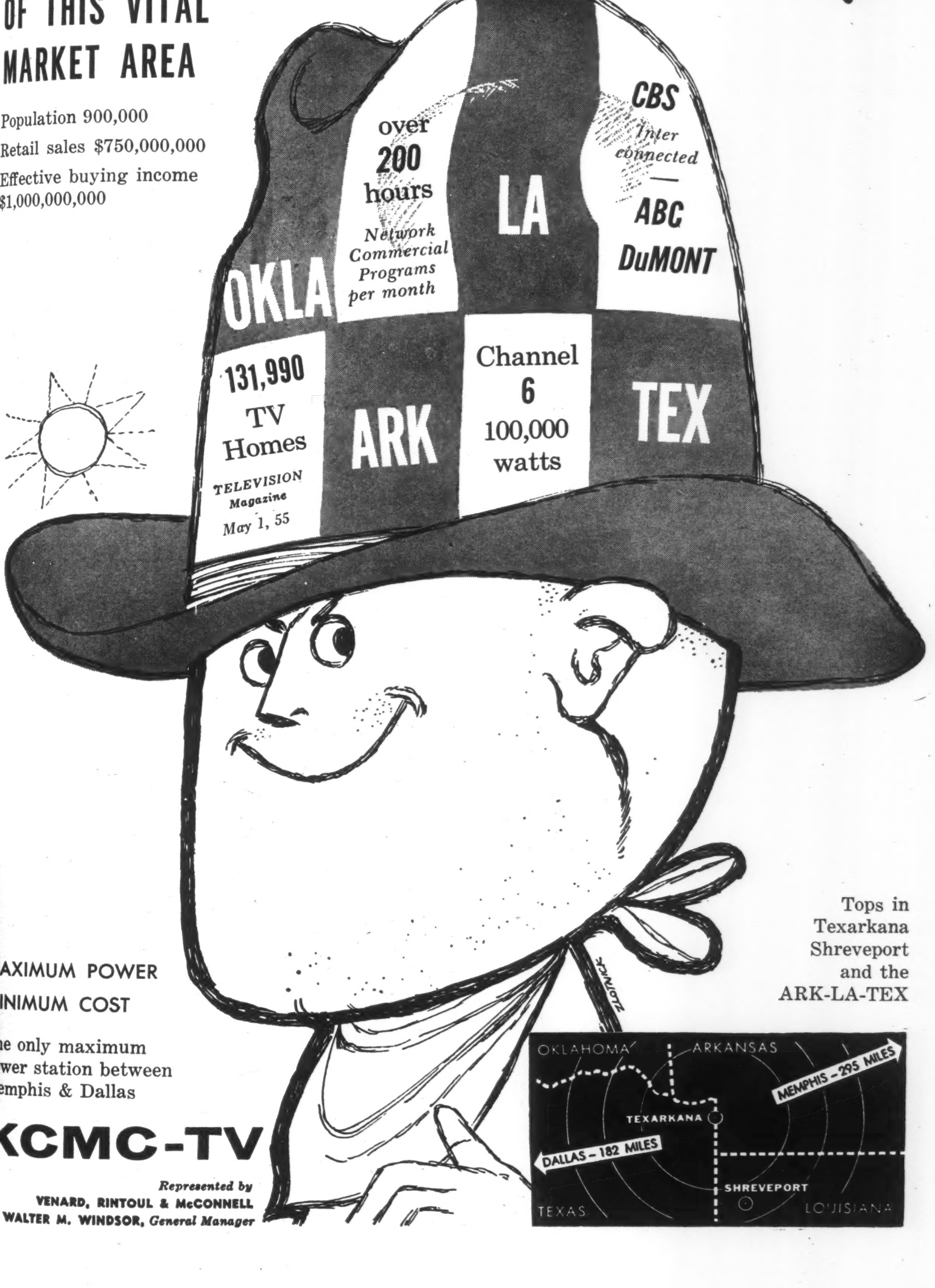


OF THIS VITAL MARKET AREA

Population 900,000

Retail sales $750,000,000

Effective buying income $1,000,000,000



OKLA
over 200 hours Network Commercial Programs per month
LA
CBS Interconnected — ABC DuMONT
131,990 TV Homes TELEVISION Magazine May 1, 55
ARK
Channel 6 100,000 watts
TEX
OKLAHOMA
ARKANSAS
MEMPHIS – 295 MILES
TEXARKANA
DALLAS – 182 MILES
SHREVEPORT
TEXAS
LOUISIANA

Tops in
Texarkana
Shreveport
and the
ARK-LA-TEX

MAXIMUM POWER
MINIMUM COST

The only maximum power station between Memphis & Dallas

KCMC-TV

Represented by
VENARD, RINTOUL & McCONNELL
WALTER M. WINDSOR, *General Manager*

meetings—on April 2—viewers in Chicago and Grand Rapids, Mich., comprised the original *Science Fiction Theatre* audiences. By then well over 100 stations had contracted to carry the series, with sponsors already signed for most of the telecasts.

The sponsor list of *Science Fiction Theatre* includes a wide variety of businesses—banks and breweries, auto dealers and public utilities, food producers, distributors and retailers, drug companies, jewelers, department stores, cleaners, etc., etc., etc. Some sponsors, like Emerson Drug Co. (Bromo-Seltzer) in the East and Olympia Brewing Co. in the West, use the tv series to advertise their products in a number of cities, but the usual pattern is an individual sponsor in an individual market.

To illustrate what follows the contract for telecasting a Ziv-Tv series in a market, here's what occurred in Dallas, where Phil Williams, Central Division spot sales manager of Ziv Television Programs, had sold the series to WFAA-TV, to go on the air May 8 advertising Conoco gas and oil.

March 28—Feature story on *Science Fiction Theatre* in *Dallas Morning News.*

March 29—Ziv and WFAA-TV representatives confer with Conoco division officials in Fort Worth on promotion plan.

April 4—Promotion plan submitted to William Morgan, Continental Oil Co. advertising manager, who approves it.

April 12—Invitation of Dean Hadfield, Continental division manager, goes out to all lessees and dealers in area to attend employe saturation screenings.

April 13—Mr. Williams appears on Dallas PTA panel meeting on "Television's Responsibility to the Community" and says, in part:

> "Continental Oil Co. will start a new Ziv series here in Dallas early in May. It's entitled *Science Fiction Theatre.* It's good entertainment for all the family, but the information side hasn't been neglected as you will see from the very interesting science demonstrations that open each program. As a matter of fact, Ziv Television has one of the largest research departments in the entire television industry, but because of the science significance of this series has added a special unit for *Science Fiction Theatre.* You'll be interested to know that on a program of this type Ziv plans almost a year in advance, and for a single episode over three weeks is devoted just to research before we even start the script. This series has so impressed the nation that we are receiving cooperation from MIT, Cal-Tech, the Department of Defense, Douglas Aircraft and many other science centers. I know you will find this program very fascinating entertainment . . ."

April 18—Conoco employe saturation meetings start in Fort Worth.

April 20—. . . and continue in Dallas.

April 21—Miss Fairfax Nisbet, tv editor of *Dallas Morning News,* reports Dallas screening on tv page.

April 23—Ziv-produced tabloids and vertical streamers sent with covering letters to lessees and dealers, to be followed by personal calls by the Conoco field staff.

April 26—Picture of Dallas saturation screening runs in *News.*

May 1—12:30-12:45 p.m.—WFAA-TV runs special Conoco film to promote *Science Fiction Theatre* premiere.

8 p.m. (time *Science Fiction Theatre* to start following week)—program promotion on WFAA-TV.

May 2—1:15 p.m.—A Conoco official is interviewed on WFAA-TV's *Jerry Haynes Show.* Also on May 4 and May 6.

May 4—Program premiere plugged in regular Conoco ads in all Dallas papers.

May 8—Kick-off ads in morning papers. *News* carrying feature story on special research Ziv has employed on series.

4-4:30 p.m.—WFAA-TV salute to new series, with a Conoco research director flying down from Ponca City, Okla., to appear on the program.

8 p.m.—Premiere of Conoco's *Science Fiction Theatre* on WFAA-TV. Commercials limited to opening and closing credits, so special guests can be interviewed midway through program, discussing great new scientific era and lauding Continental Oil Co. for its sponsorship of this series.

Once the program has started on WFAA-TV, Ziv market researchers will watch its ratings in Dallas and compare them with those in other cities. This information will be passed along to the station and sponsor, together with suggestions for continued promotion of the series and reports of ways in which *Science Fiction Theatre* has been promoted and publicized in other markets, as reported by Ziv-Tv salesmen. "The promotion for *Science Fiction Theatre* will continue as long as the series is on the air," Mr. Bernstein said, "and all that time we'll be looking for ways to improve it."

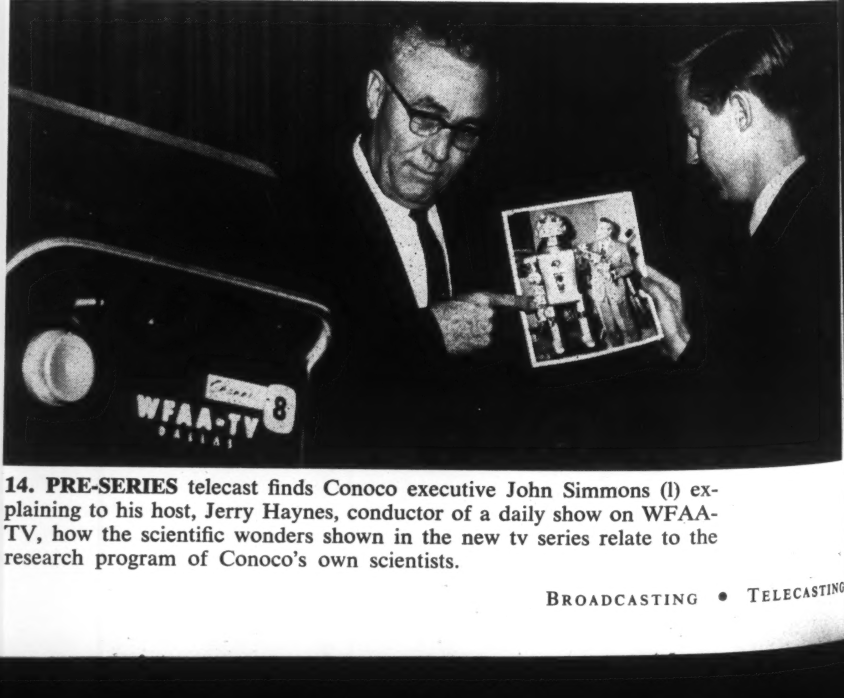
"Everything we do is to help our salesmen sell," Mr. Gutman avowed.

And Mr. Ziv summed it up with a paraphrase from his advertising agency days: "Going to a sponsor with a new idea isn't a bad idea so long as it's a good idea."

12. FOREIGN possibilities of *Science Fiction Theatre* are studied by Edward Stern, president of Ziv International.

CONOCO
THRILL
SCIENCE FICTION THEATRE
WFAA-TV

13. POINT-OF-SALE promotion of the series is shown here; gas pump streamer appeal is augmented by Ziv-prepared tabloid newspaper.

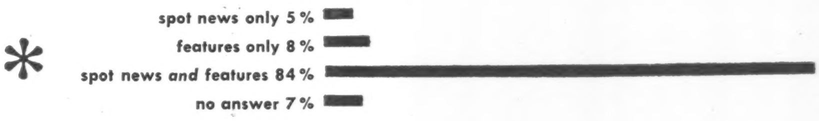


14. PRE-SERIES telecast finds Conoco executive John Simmons (l) explaining to his host, Jerry Haynes, conductor of a daily show on WFAA-TV, how the scientific wonders shown in the new tv series relate to the research program of Conoco's own scientists.

SCORE
CARD
99

we
don't
know
how
many
people
shoot
under
100 . . .

BUT We DO know that among leading radio-TV agency executives **84%** say they prefer a radio-TV trade publication giving them BOTH spot news *and* features.



(*Note:* a few people schizophrenically
voted for two—hence the 104% total)

This, of course, means **BROADCASTING-TELECASTING . .**
the *ONLY* radio-television publication with the spot news and feature format.

moral: When people are reading what they want, it pays to
have them read your messages too.

* **This is another of the significant discoveries**
made by Ross Federal Research Corporation and
reported in our "*Readership and Preference Study*
***of Radio & Television Trade Publications*". Getting**
your copy is as easy as writing Broadcasting-Telecasting,
1735 DeSales Street, Washington 6, D. C.

PREPARING SLIDES FOR COLOR TV

By Everett Stahl

Art Director
WFIL-AM-TV Philadelphia

IN the very early morning hours of last September, a viewer with insomnia or a strong addiction to television would have felt quite at home in the art department, or master control room, of WFIL-TV Philadelphia. He could have waited for daylight by taking part in compatible color television slide experiments being run during the station's normal off-the-air hours.

Preparing for the arrival of color television as a new service for advertisers, Roger W. Clipp, general manager of WFIL and WFIL-TV, had set September 20, 1954, as the starting date for compatible color slide transmission on an "around-the-schedule" basis. In the months before that date there had been dozens of meetings, discussions and "lab" sessions devoted to a subject relatively unexplored at the local level. Closed-circuit experiments had been run to test methods and ideas on color and monochrome sets. Now the tests were nearing a conclusion, and the slides were being examined "live" under simulated broadcasting conditions, in the late night-early morning hours.

More than one insomniac, searching sleepily for diversion, must have been startled by the sight of a package of Lifesavers staring back from his tv screen at 4 a.m. If the picture seemed fuzzy, he could honestly blame it on an art director and a handful of engineers, who were groping their way through the uncharted mysteries of color slide transmission.

Now, glancing back nine months to last September, quite a bit of that fuzziness has disappeared, and several ideas on compatible color slides stand out in sharp focus.

The first lesson we learned is: "Don't go color crazy." Sure, it's color, and a marvelous opportunity to use the rainbow of colors at your fingertips. Don't. For an artist it's a must to resist the temptation, from whatever source, to put a little yellow cottage here, with the red-tressed wife in the bottle green dress, waving the "product" from her well kept flower garden.

Sound appealing? Well it certainly can be—on a museum wall. But on a color tv set it can turn out like a well-used palette, and in black-and-white tv like various depths of smog.

The use of three colors, or four at the most, can always give you any effect that is needed. The choice of colors must be carefully made, but in making the selection there are several equally good scales that can serve as your guide. These color scales provide an indication of the degrees of gray produced when transmitted through the monochrome system. Their use depends upon the particular brand of pigment used. In choosing your colors the density of each one used must be carefully regulated. Sharp contrasts of colors in the same intensity result in fuzziness on the color set, while on the monochrome set the result is too often a "one value" gray slide.

The second lesson is one that, like the first, is of the utmost importance at the drawing board. This is the error of conceiving the color tv picture in terms of a photo from a "still" color camera. Photographing a product in color, and believing that the colors will come through in the same relation when viewed on a color tv set, is a serious mistake. Colors that have a certain intensity in the color photo can, and often do, wash out, bloom, or disappear when travelling through the television tube. This is the recurrence of the problem that confronted scenic artists in the first days of monochrome.

It can be avoided at the outset by taking several tones (colors) and using them throughout. They should be so conceived as to give a diversity of value that then reduces into distinctive tones of gray when viewed on a monochrome set.

Casein Colors Efficient

In translating the color ideas to the drawing board, casein colors were found to be very efficient. Frequent experiments with various media all confirmed this, since the casein colors seemed to hold up very well in both intensity and opacity.

The choice of papers or illustration board is fairly wide. Coloraid or Color-Vu proved very adaptable because of good color, and ability to take rough usage. They can be mounted on board as background colors, lettered on, and used almost anyplace where flat, clean colors are needed. There are undoubtedly other comparable papers on the market today that can be obtained at art supply shops. Swatch books containing samples of these papers, also available at art supply shops, proved valuable when selecting colors for the slide designs.

Acetate overlays proved another asset when it came time for lettering. Pasting type for use on color slides didn't work out well at all. The cutlines came through too strongly, no matter how much effort was made to eliminate paste-up edges. The acetate overlays also gave another advantage in convenience and economy, since the artwork underneath could be used again when changes of copy might become necessary either in a new advertising campaign, or in station promotion, where a program would move to a new time. Of course if the artwork is not flat and overlays cannot be used, then the lettering can be done by hand for maximum effect.

Staying on this subject, we also found that it was possible at times to cut out and apply paper to create a design. This was feasible when the outside cutlines were a part of the overall design, as for example in pasting up a bell. Here the edges enhanced the composition of the picture by defining the bell.

Another problem that carries over from monochrome is the necessity to avoid having the slide "too busy." An overabundant use of detail, small figures, or excessive type will vitiate the "message" in color just as it does in black and white, only more so.

Moving from the drawing board to the mechanical side of the operation, our special events department found that photographing the finished art work was the simplest part of the project. In preparing the slide it was necessary to get the correct color temperature for all types of 35mm tungsten or cut films. The result sought was the proper color rendition of everything photographed under artificial light. A Color-Trans lighting system enabled us to achieve this goal.

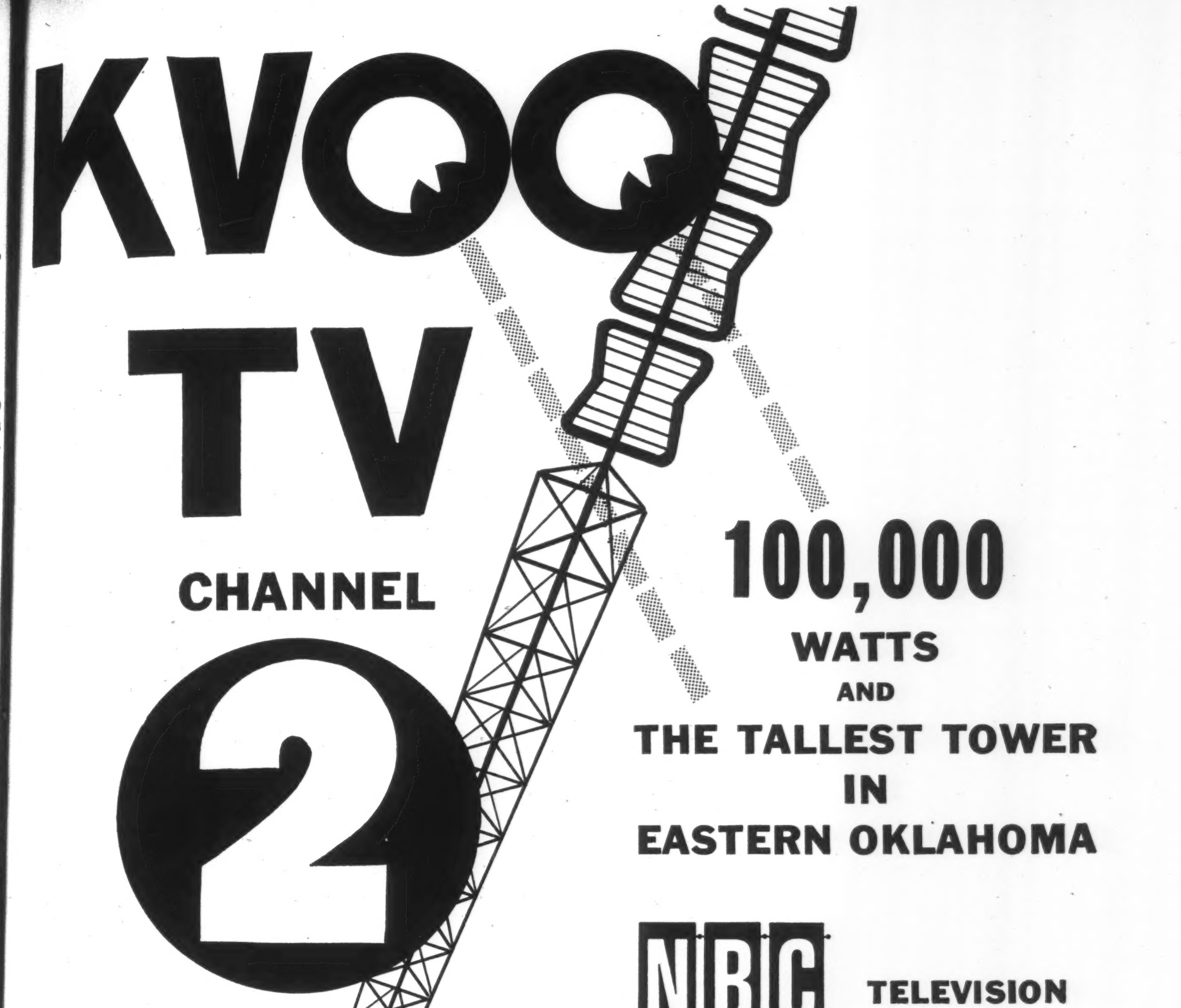
Prior to the introduction of color WFIL-TV had used 4″ x 5″ slide negatives reduced to 3¼″ x 4″ black-and-white slides. Our RCA color system took 2″ x 2″ slides, calling for a change in our operations. Therefore, an Exacta 35mm camera became an essential factor in our slide preparation, and it proved extremely versatile in preparing all types of 35mm slides including of course, color slides.

The three color films on the market were tried by our photographers. They are Ansco Color, Eastman Kodachrome, and Eastman Ektachrome. All gave satisfactory results, but if your facilities do not include your own color development system, then outside services can be used to develop Ansco Color and Ektachrome in a hurry. Using this service it is possible to get the work back within twenty-four hours.

AT TOP: The author at work on some of the first slides the station prepared for local color television transmission.

KVOO TV

CHANNEL 2


KANSAS
MISSOURI
WICHITA
SPRINGFIELD
TULSA
OKLA. CITY
ARKANSAS
OKLAHOMA
You can't cover Oklahoma without Tulsa

100,000

WATTS

AND

THE TALLEST TOWER IN EASTERN OKLAHOMA

NBC TELEVISION

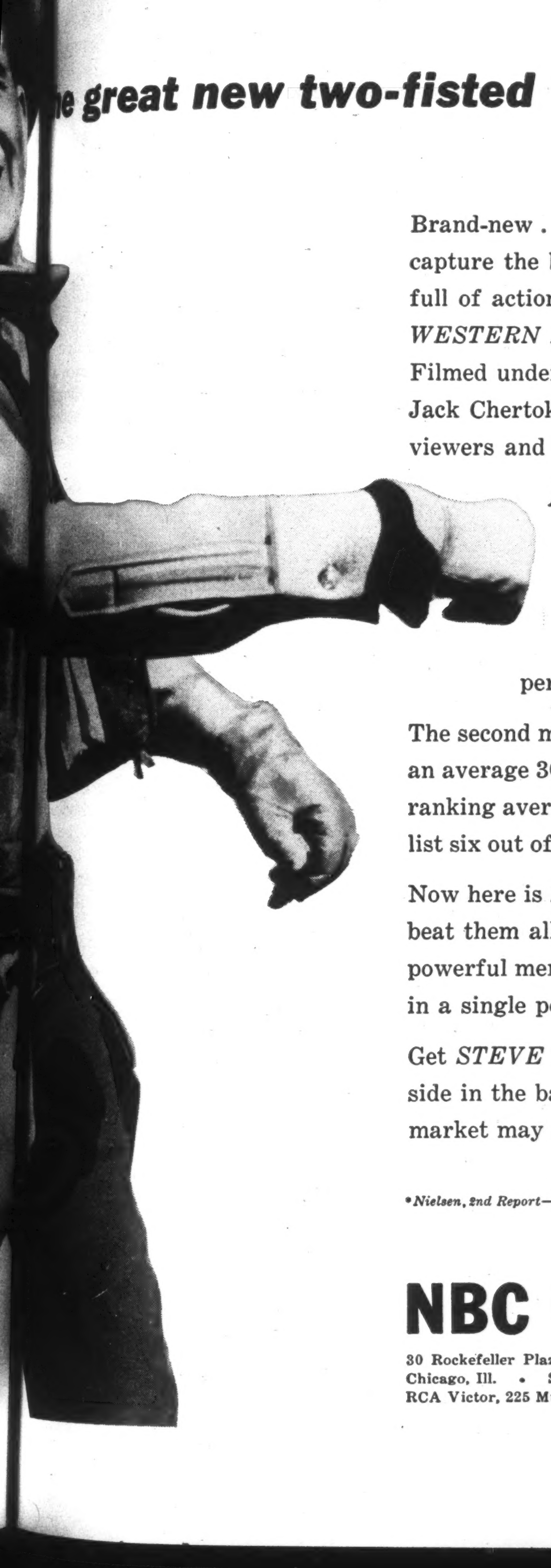
represented by

BLAIR-TV

STEVE DONOVANW

WESTERN MARSHAL

e great new two-fisted TV Western Series



Brand-new . . . all-new . . . 39 half-hours of rugged action to capture the biggest audience in town. Each episode is packed full of action entertainment as *STEVE DONOVAN, WESTERN MARSHAL* brings justice to the Western Frontier. Filmed under the supervision of veteran Western TV producer Jack Chertok, the series offers top quality production for viewers and advertisers alike.

And this two-fisted Western delivers double-action impact – not only on television but also at the point-of-sale. Sponsorship makes available to you an unprecedented barrage of merchandising material, personal endorsements, premiums.

The second most popular program type, Westerns rack up an average 30.0 Nielsen rating – 24% higher than the ranking average of all evening programs.* And Pulse ratings list six out of the top ten syndicated shows as Westerns.**

Now here is *STEVE DONOVAN, WESTERN MARSHAL* to beat them all. Excitement and action to capture your audience; powerful merchandising to sell your product – all wrapped up in a single potent NBC FILM DIVISION package.

Get *STEVE DONOVAN, WESTERN MARSHAL* on your side in the battle for sales in your markets. Don't delay – your market may be snapped up soon. Write, wire or phone now.

**Nielsen, 2nd Report—Feb. 1955* ***Pulse—Feb. 1955 Multi Market*

NBC Film Division *serving* **all** *stations*
serving **all** *sponsors*

30 Rockefeller Plaza, New York 20, N. Y. • Merchandise Mart, Chicago, Ill. • Sunset & Vine, Hollywood, Calif. • In Canada: RCA Victor, 225 Mutual Street, Toronto; 1551 Bishop Street, Montreal

HUNGRY FOR SALES?

— then here's food for thought about Buffalo —

WGR-TV is proved in survey after survey to be the "favorite" station. In the 24 weekday quarter hour segments from 6 PM to midnight, WGR-TV leads in 21. WGR-TV delivers your audience. (Pulse)

WGR-TV Buffalo, completely serves the nation's 14th largest market. Covers 465,545 "able to buy" homes in Western New York State plus a bonus of 431,560 Canadian set-owning friends.

Serve yourself some sales . . . sell Buffalo thru

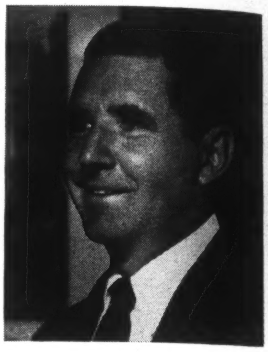
WGR-TV

CHANNEL 2 BUFFALO

NBC BASIC

REPRESENTATIVES — Headley-Reed
In Canada — Andy McDermott-Toronto

— film maker —



VIRGIL ELLSWORTH

SPONSORS are becoming educated to the way of film techniques, according to Virgil Eugene Ellsworth, president of Mercury-International Pictures, Hollywood. The agency setup too has changed and is developing into a collaborative operation between agency and producer, adding up to steadily improving commercials.

Increased production is coming from the West Coast with Hollywood-filmed commercials up 25% over last year to reach a new high of $8 million in annual billings. M-I, for example, "did just a hair under $1 million in tv commercial film production during 1954," Buzz Ellsworth reports.

The main draw, he opines, is a combination of talent and specialized crews. This use of specific crews from major studios is very important, because sponsors now demand quality. Recently Sid Hickox, head cameraman on "Battle Cry" and "Helen of Troy," current Warner Bros. features, was requested by the sponsor and engaged by M-I for a Campbell's Pork & Beans spot.

'Names' for Commercials

Another trend seems to be the use of "names" to deliver commercials. As the first 10 seconds of a spot will lose or hold an audience, a "name" hits at the immediate opening and guarantees viewers, he suggests.

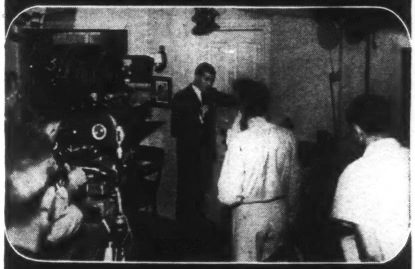
While sponsors demand quality, budget and prompt delivery date, they are not afraid to spend money, as witness the recent M-I 20-second commercial for Green Giant which involved a New York City Ballet prima ballerina, original choreography and an original score, adding up to more than $10,000. M-I approaches a client, Mr. Ellsworth reveals, with no pre-determined cost. By means of a cost accounting system, similar to those used by major motion picture studios, the number of film feet and hours is computed. Sponsors are thus able to see in black and white just exactly where every cent goes.

Born July 21, 1916, in Woodward, Okla., Buzz Ellsworth came to sunny California at the age of five. After receiving his B.A. from U. of California at Berkeley in 1939, a year of study at Los Angeles Art Center and service in World War II, he decided the film industry was for him.

He did the photography on "Report from the Aleutians," 1944 Academy Award-winning documentary. During the war he was loaned to the State Department to make the

On the set of "I Love Lucy," starring Lucille Ball and Desi Arnaz. The nation's Number 1 TV show for 1951, 1952 and 1953 is a pioneer of the technique of filming its program as a live show with audience. Desilu Productions uses three Mitchell 35mm BNC cameras in filming "I Love Lucy."

Joan Davis on the set of "I Married Joan," produced by P. J. Wolfson and appearing on NBC. Three Mitchell 35mm BNC cameras are used on this top TV show, which is in its 2nd year. Jim Backus plays the male lead.



Dennis Day, star of "The Dennis Day Show," a top-rated NBC program. Originally "live," this series is in its second year, and is now produced on film by Denmac Productions, using a Mitchell 35mm BNC camera.

TO FILM A SUCCESSFUL SHOW...

It takes more than just a good script to insure the success of a top-rated network program. The on-stage performances of the stars and supporting cast must be outstanding, carefully timed, superbly directed. And the camera must perform flawlessly in its vital role of recreating the superior quality of the show for millions of TV viewers.

Mitchell cameras—internationally famous—provide the matchless photographic performances so necessary to the successful making of the finest theater quality films. That is why, wherever top quality filming is the foremost consideration, Mitchell Cameras are to be found... bringing *success* into focus.

MITCHELL *The only truly Professional Motion Picture Camera*

Mitchell Camera CORPORATION

666 West Harvard Street • Glendale 4, Calif. • Cable Address: MITCAMCO

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell

Join the PARADE to

UNDUPLICATED COVERAGE

of the

WACO MARKET

on

Kang-TV

Waco, Texas

These and other national advertisers have already joined

- ★ American Tobacco
- ★ Colgate-Palmolive
- ★ Chrysler
- ★ Procter-Gamble
- ★ Ford
- ★ U. S. Steel
- ★ Lincoln-Mercury
- ★ Pabst

National Rep: Paul H. Raymer Co., Inc.

Kang-TV

CHANNEL 34 • WACO

CBS and ABC Networks

FREE! EXCITING FILMS ON CANADA

Canadian Pacific offers 13 different 16 mm. subjects to all U.S. TV stations

Take your choice of these highly entertaining outdoor prints on spectacular Canada! Running times vary from 11 to 32 minutes for flexible scheduling! Popular subjects include Canadian hunting, fishing, hiking, riding, camping, touring, cruising, golfing, skiing! Order now!

TITLE	MINUTES
Canadian Pattern	32
Shining Mountains	18
Banff's Golf Challenge	21
Jackpine Journey	20
Snowtime Holiday	19
High Powder	22
West Coast Playground	12
Klondike Holiday	22
Canada's Tackle Busters	21
Canada's East Coast Playground	20
Alaska and the Yukon	11
Riding High	18
Happy Voyage	17

For films and complete information contact: P. T. Cole, Public Relations Officer, Canadian Pacific, 581 Fifth Ave., N. Y. 17, N. Y. PLaza 9-4433.

film documentary of the Yalta Conference. This was followed by filming assignments on numerous feature film sequences.

Mercury-International Pictures was started after the war when California Institute of Technology commissioned him to do some films. Together with David L. Monahan, an original member of "Our Gang" comedies and collaborator on "Bugs Bunny" cartoons, he shifted M-I into producing tv film spots in 1948.

M-I has now added program production to its schedule. Under a deal with Studio Films Inc., the firm has completed 39 half-hour *Showtime Musical Varieties* starring Frank Fontaine. Quarter-hour *Tim McCoy Show*, 29 of which are completed, is currently in distribution by Motion Pictures for Television. Being readied are half-hour *Indian Agent*, "sort of a *Dragnet* on horseback" with Col. McCoy, and *Boss of the House*, an anthology series showing how individual babies control different households and situations.

Going into its 10th year of operation, M-I produces commercials for such firms as Griesedieck Bros., Procter & Gamble, International Harvester, Chrysler, Toni, Paper-Mate and Rheingold.

Firm's facilities include its own building, complete editing and art departments, sound and cutting rooms and the art director who designs every set from scratch, going to decorators instead of prop houses. Additionally, there is a home economist on hand.

With offices in Hollywood and Chicago, Buzz and Mary Ellsworth and 12-year-old Robert make their home in Beverly Hills.

A FAMOUS MOUSE GETS READY FOR TV

THE SHAPE of things to come, in this case the shape of the hour-long, Monday-through-Friday ABC-TV *Mickey Mouse Club* to start Oct. 3, was seen for the first time by 63 representatives of the present eight advertisers and their respective 15 agencies during a three-day meeting in Hollywood April 12-14. A series of storyboard and tape-recording presentations showed the *Mickey Mouse* purchasers the format of the program.

Generally, the daily 60 minutes will consist of different quarter-hour segments, tailored to the juvenile audience. While the roster is not complete, some of the segments were made known to B•T by Sanford (Sandy) Cummings, ABC-TV coordinator at the Disney studios. Mr. Disney is solely responsible for the entertainment portions of the program, Mr. Cummings points out. Among the quarter-hour segments are:

The Mickey Mouse Newsreel—specially designed to interest the younger viewer. Camera crews of the theatrical-and-tv *True-Life Adventure* series will be utilized to supply footage at first, but eventually *Mickey Mouse Newsreel* will augment this coverage by its own fully-accredited crews.

The Mouseketeers (also *The Miceketeers* and *The Mooseketeers*) — semi-permanent troupes of youthful actors, dancers, singers, instrumentalists, comedians, etc., who will entertain studio audiences, with both the entertainment and the audience reaction to be recorded on film. Recruitment for these troupes is now in progress.

A series, as yet untitled, based on foreign youth classics—episodes in this series to be drawn from such tales as "Hans Brinker and the Silver Skates."

Disney cartoons and shorts — material from 100 of the best past Disney cartoons and short subjects will be used in *Mickey Mouse Club*.

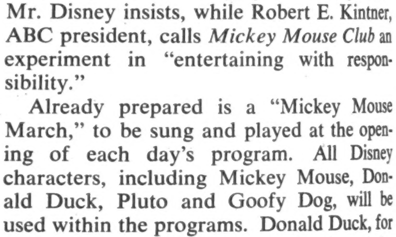
When I Grow Up—one of the more ambitious *Mickey Mouse Club* projects, tracing the ambitions of boys and girls of various ages for adult careers. One program, already in preparation, will deal with airlines, showing a boy and a girl as a real flight crew familiarizes them with their future duties.

Tentatively planned is a semi-permanent youth orchestra, recruited from talented youngsters throughout the nation, a junior *True-Life Adventure* series of nature studies, and a series designed to show American children how to work and play in safety.

Both ABC-TV and Mr. Disney underline that entertainment will be the keynote, although the entertainment will be educational. "We do not intend to play down to youth," Mr. Disney insists, while Robert E. Kintner, ABC president, calls *Mickey Mouse Club* an experiment in "entertaining with responsibility."

Already prepared is a "Mickey Mouse March," to be sung and played at the opening of each day's program. All Disney characters, including Mickey Mouse, Donald Duck, Pluto and Goofy Dog, will be used within the programs. Donald Duck, for instance, may well relieve the leader of the Mickey Mouse Orchestra during one program (probably with attendant chaos).

Participations in ABC-TV *Mickey Mouse*



CAMPBELL SOUP Co. participation in ABC-TV's *Mickey Mouse Club* brings together Walt Disney (l), the program's creator, and Rex Budd, director of advertising, Campbell Soup.

Club have been sold on a quarter-hour block basis, with the advertiser purchasing a fixed 15-minute time segment during each week's programming for 52 firm weeks. Only five quarter-hour segments were unsold before the Hollywood meeting, and Mr. Kintner reportedly accepted oral commitments for these open periods then, although the names of these additional sponsors of *Mickey Mouse Club* have been withheld until contracts are signed.

Sponsors who have been announced include General Mills, Welch Grape Juice Co., Campbell Soup Co., American Dairy Assn., Carnation Co., Armour & Co., Bristol-Myers Co. and Mars Inc. The following schedule shows the firm 52-week commitments

Time: 5-5:15 p.m.

Mon.	Tues.	Wed.	Thurs.	Fri.
—	—	—	—	—

Time: 5:15-5:30 p.m.

Mon.	Tues.	Wed.	Thurs.	Fri.
General Mills Co.	Welch Grape Juice Co.	General Mills Co.	Campbell Soup Co.	General Mills Co.

Time: 5:30-5:45 p.m.

Mon.	Tues.	Wed.	Thurs.	Fri.
American Dairy Assn.	—	Armour & Co.	Bristol-Myers Co.	Mars Inc.

Time: 5:45-6 p.m.

Mon.	Tues.	Wed.	Thurs.	Fri.
General Mills Co.	Carnation Co.	General Mills Co.	Campbell Soup Co.	General Mills Co.

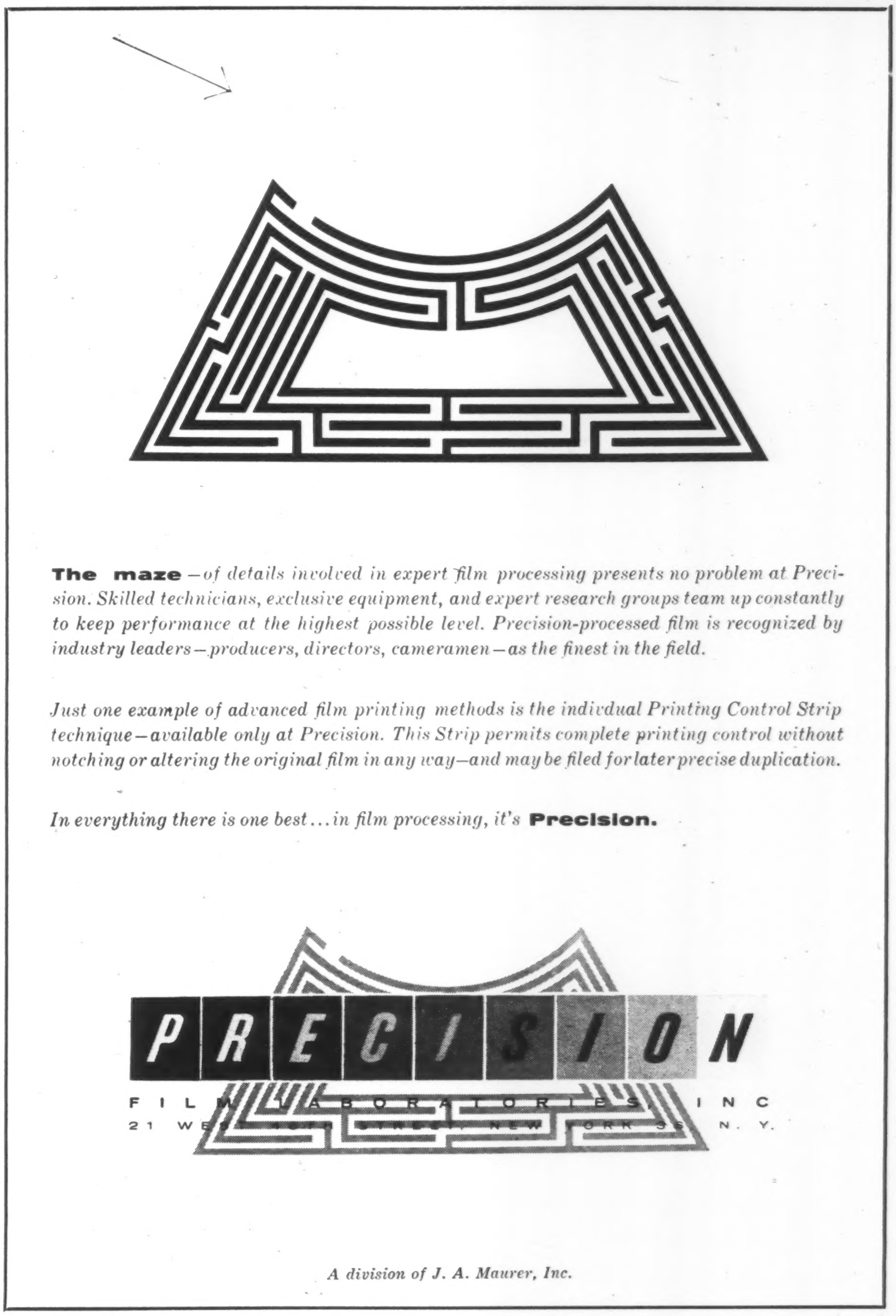
Purchase of the quarter-hour segment gives each advertiser a three-minute commercial and a ten-second billboard during that period. The advertiser is bound to the particular time segment he has purchased, but present plans call for the various *Mickey Mouse Club* components to be rotated among the time periods.

Mr. Disney has contracted to supply 100 hours of entertainment during the first year, over which he will have complete control. With 52 weeks of programming called for, some of the programs will be repeated. Each week's Monday-through-Friday programs will become one unit and after a number of weeks (as yet unscheduled), a unit will be repeated, according to Mr. Cummings.

ABC-TV will utilize its crew at General Film Laboratories, which currently processes the *Disneyland* programs, to perform similar duties on returned *Mickey Mouse Club* units. Old commercials will be deleted and new ones inserted, the sound track rerecorded and defective film replaced, and after a double check by the Disney organization, the 35mm check prints will be reduced to 16mm tv quality prints for reshipment to ABC-TV stations.

Present plans call for the week-units, five hours of film, to be shipped to the various stations a week in advance of telecast date. This allows the stations time to check the completeness and the quality of the film. Under these circumstances, the filmed commercials must be in network hands at least six weeks in advance of the showing date for inclusion into the five hours of film.

While Walt Disney Productions is not in the tv commercial business, ABC-TV points out, it will produce them for the advertisers if they desire. At present, the Disney organization does produce approximately 75 percent of the ABC-TV *Disneyland* commercials. ABC-TV's continuity acceptance department will serve as a clearing house on the commercial content.


The maze —*of details involved in expert film processing presents no problem at Precision. Skilled technicians, exclusive equipment, and expert research groups team up constantly to keep performance at the highest possible level. Precision-processed film is recognized by industry leaders—producers, directors, cameramen—as the finest in the field.*

Just one example of advanced film printing methods is the individual Printing Control Strip technique—available only at Precision. This Strip permits complete printing control without notching or altering the original film in any way—and may be filed for later precise duplication.

In everything there is one best . . . in film processing, it's **Precision.**

PRECISION
FILM LABORATORIES, INC
21 WEST 46TH STREET, NEW YORK 36, N. Y.

A division of J. A. Maurer, Inc.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.
I've checked service desired.

- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

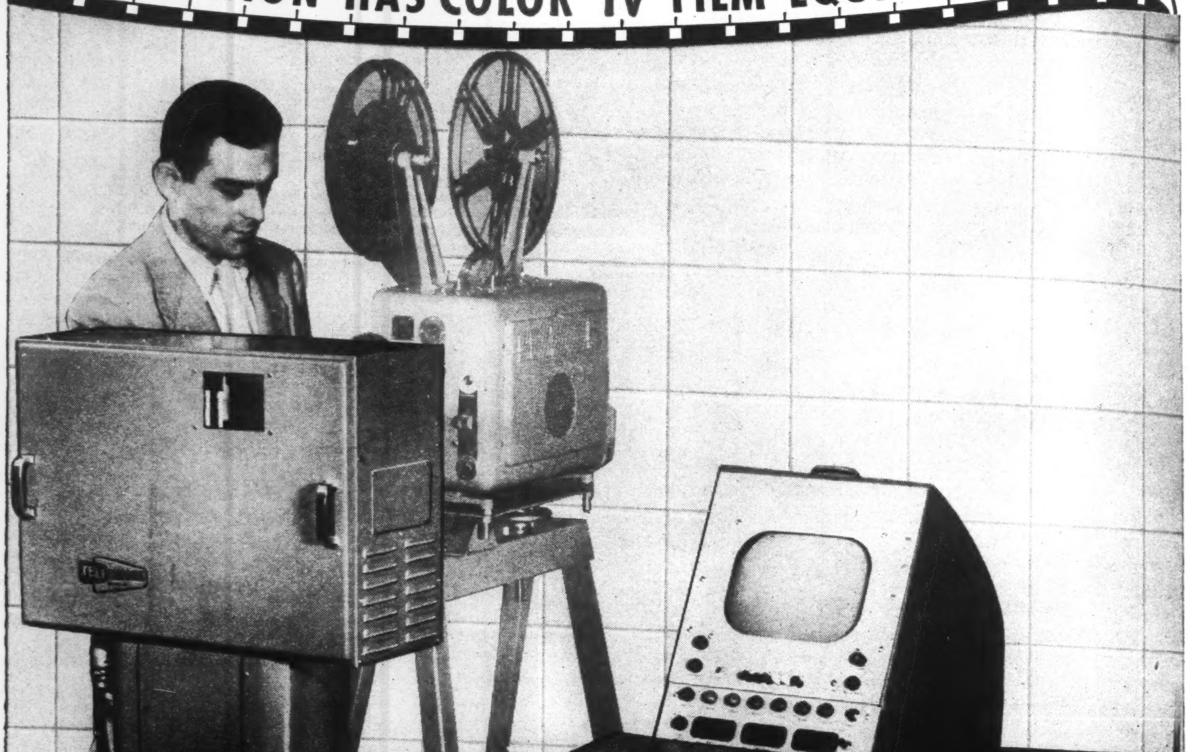
name title/position

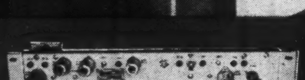
company name

address

city zone state

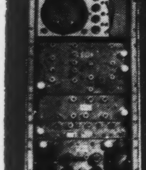
YOUR STATION HAS COLOR TV FILM EQUIPMENT





617-BR AUTOMATIC BALANCE CONTROL FOR ALL COLORPLEXERS
(Regardless of Manufacture)

An ingenious circuit locks the entire encoding equipment in balance within 20 seconds after being turned on. Thereafter balance is held under even the most difficult operating conditions.



1601-AR CHROMASCOPE

Signal Certification Equipment. Accurately measures the performance alignment, and phase errors of color TV equipment. Has secondary phase standard for accurate readings to [illegible]. Presents on a cathode ray screen a continuous polar plot of the phase and amplitude of all colors in a composite color video signal. Capable of .25° accuracy with 1606-AR phase magnifier.

[illegible] CHROMALYZER

Portable Precision Color Bar Generator for checking color broadcast studio and transmission facilities, receivers and monitors. Can be tied into a system. Provides complete composite color signals at 100 or 75% saturation.

BUT YOU MAY NOT REALIZE IT

Your present 16 mm., 35 mm. or slide projectors used with the TELECHROME 3-Vidicon Color Film Chain are full color film facilities.

The vidicon principle for black and white film, widely proven for best signal to noise ratio and highest resolution detail is now applied to COLOR . . . one vidicon each for Red, Green, Blue.

TELECHROME 3-V provides highest quality color pictures. It is most compact, easy to operate and least expensive since you need not purchase additional film projectors. A built-in folded optical system multiplexes three light sources. Films of light and heavy density are equally accommodated. The 3-V may also be used as a single channel monachrome film chain.

IMMEDIATE DELIVERY

Literature on these and more than 150 additional instruments for color TV by TELECHROME are available on request.

TELECHROME
INCORPORATED

The Nation's Leading Supplier of Color TV Equipment
88 Merrick Road Amityville, N. Y.
AMityville 4-4446

(*A&A continues from page 32*)

A&A PEOPLE

King Harris elected president, Brooke, Smith, French & Dorrance of Pacific Coast Inc., S. F., succeeding **Royce Russell,** who moves to Perfec-Tan Co. (sun reflectors), S. F., as president; **Parker Wood,** vice president, elected executive vice president; **David Orthwein** elected vice president and general manager.

Walter A. Young, publisher, *New York Journal-American,* to Al Paul Lefton Co., Phila., as vice president, headquartering in N. Y.

Leona Bowman, formerly vice president, Sterling Adv. Agency, N. Y., to Lewin, Williams & Saylor, same city, as vice president and plans board member.

Don Brown to Lott Adv. Agency, Santa Monica, Calif., as general manager and account executive.

MR. BROWN

Stanley W. Layton, account executive, KDYL-KTVT (TV) Salt Lake City, appointed manager, radio-tv dept., Ross Jurney & Assoc., same city.

Ted Huston, executive producer, Lennen & Newell, N. Y., transfers to head firm's new tv commercial production dept., Beverly Hills, Calif., as commercial tv manager.

Arthur Wade, 89, former treasurer, Geoffrey Wade Adv., Chicago, and brother of Albert G. Wade II, founder of agency, died in Middlebury, Ind., April 27.

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

May 12 (8:30-9:30 p.m.): *Shower of Stars,* "High Pitch," Chrysler Corp. through McCann-Erickson.

NBC-TV

May 11 (9-10 p.m.): *Kraft Television Theatre,* "Judge Contain's Hotel," Kraft Foods Co., through J. Walter Thompson Co.

May 20 (7:30-7:45 p.m.): *Coke Time,* Coca-Cola Co. through D'Arcy Advertising Co. (commercials only in color).

May 22 (7:30-9 p.m.): *Max Liebman Presents,* Hazel Bishop Inc., through Raymond Spector Co., and Sunbeam Corp. through Perrin-Paus Co.

May 30 (8-9:30 p.m.): *Producers' Show-Case,* "Petrified Forest," Ford Motor Co. through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey Adv. Agency.

[Note: This schedule will be corrected to press time of each issue of B•T.]

Transfilm Reorganizes Into Three Divisions

REORGANIZATION of Transfilm Inc., New York, under which three autonomous film divisions have been established, was announced last week by William Miesegaes, chairman of the tv film commercial and motion picture production company.

Under the change-over, three units have been formed to produce tv commercials, industrial motion pictures and special projects, and slidefilms. Mr. Miesegaes said the reorganization was effected because "creative talent functions best with a minimum of organizational control and separating our major departments will enable us to better maintain our standards of high quality films economically produced."

The tv commercial production division will be headed by Robert Klaeger, vice president of the company. Walter Lowendahl, executive vice president, will assume direction of all industrial motion pictures and special projects. The slidefilm division will be supervised by Pud Lane, Transfilm vice president. Each of these executives will report only to Mr. Miesegaes.

Pyramid Productions Acquires PTE Properties

NEWLY-FORMED Pyramid Productions, New York, has acquired the properties of Prockter Television Enterprises. No financial terms of the transaction were disclosed.

Pyramid, which was established two months ago by Everett Rosenthal and Leonard Loewenthan, two former PTE executives, has obtained these properties that Prockter has been producing: *Treasury Men in Action* (ABC-TV); *Big Story* (NBC-TV); *Man Behind the Badge,* and a share of the *Reader's Digest Playhouse* and *Orient Express, China Smith* and *Police Call,* which National Telefilm Assoc. is syndicating.

Mr. Rosenthal was executive producer of PTE before the establishment of Pyramid. Mr. Loewenthan was vice president and treasurer of PTE and general counsel of the firm.

Quality Films Readies Series Of 3,000 Foreign Pictures

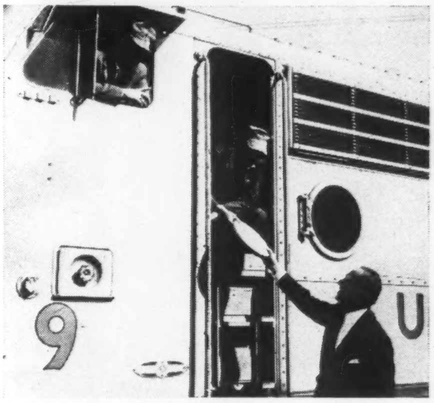
OVER 3,000 pictures produced in Europe and the Philippine Islands and with an English commentary dubbed in, are being packaged for tv release by Quality Films, Hollywood distribution firm.

The package, tentatively titled *Continental Art Theatre,* will be shown for the first time on video by KCOP (TV) Hollywood on a weekly basis, starting within two weeks.

Charles Weintraub, Quality president, said that the films, some of which have recently played in American "art picture" theatres, are being reduced to 84 minutes running time. He emphasized that the sound track will be in the native languages with Hollywood actor Kurt Krueger adding an English commentary behind the sound track to paraphrase the foreign dialogue.

CBS Newsfilm Signs 4 Tvs

FOUR new stations have signed for the daily syndicated news service provided by CBS Newsfilm, Howard Kany, manager of the service, has announced. New stations are WHBF-TV Rock Island, Ill.; WTVT (TV) Tampa, Fla.; WDEF-TV Chattanooga, Tenn., and KSL-TV Salt Lake City. The first two stations already are taking the service. The starting date for KSL-TV is set next month and for WDEF-TV in June.



FIRST PROGRAM of *His Honor, Homer Bell* series, which made its debut on KBTV (TV) Denver on April 29, is handed by engineer Robert Baier of sponsor Union Pacific Railroad to N. E. Luthi, general agent of the railroad's Denver passenger department. Jim Farris, account executive, Caples Co., agency for Union Pacific, "supervises" the delivery.

All Screen Gems Film Shows Renewed, Resold for '55-'56

SCREEN GEMS Inc., New York, announced last week that all of its film programs produced for network showings either have been renewed or resold for the 1955-56 season.

John B. Mitchell, vice president in charge of sales, said that renewals include the *Ford Theatre* (Ford Motor Co.), *Adventures of Rin Tin Tin* (National Biscuit Co.), *Captain Midnight* (The Wander Co.) and *Father Knows Best* (Scott Paper Co.). The *Damon Runyon Theatre,* which was launched on CBS-TV on April 16, is sponsored by Anheuser-Busch, with a year's scheduled run under contract.

Mr. Mitchell added that the 39 programs in the 1954-55 *Ford Theatre* series already have been sold for summer and fall showings. Thirteen will be presented on the *Ford Summer Theatre* on NBC-TV, starting July 7. Thirteen other programs are part of a Screen Gems package sold to Eastman Kodak and currently seen on NBC-TV. The remaining 13 have been sold to the Bulova Watch Co. for a national dealer spot program, starting in the fall [B•T, April 25].

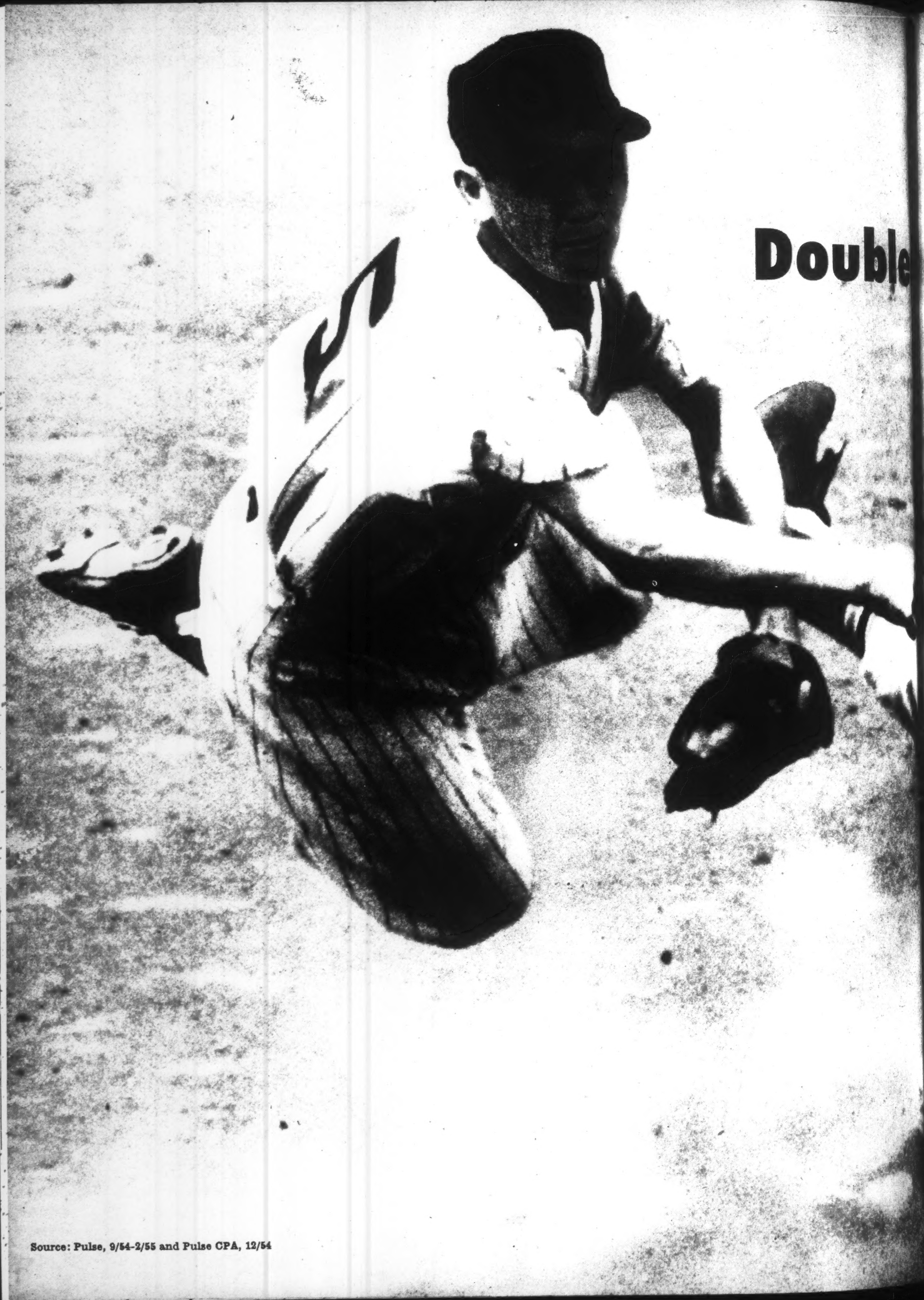
MCA-TV Sets Sales Meeting

NATIONAL sales meeting of all MCA-TV Ltd. film syndication division salesmen, representing 22 offices operated in the U. S. by the division, will be held May 19-21 in Atlantic City, N. J., Wynn Nathan, vice president in charge of sales, has announced.

A number of producers and stars of MCA-TV programs will be on the program. Special films, depicting the firm's operation, will be shown as part of a project to acquaint the sales staff with each other's problems and goals. Mr. Nathan claimed this will be the first such sales convention in the film syndication field.

New Marine Film Series

GENERAL TELERADIO Inc., Film Div., has announced it is offering *Uncommon Valor,* 26 half-hour film series on exploits of U. S. Marines, for sales syndication. Narrator for the series is Gen. Holland M. Smith, USMC (Ret.), and producer-director-writer is William Karn.



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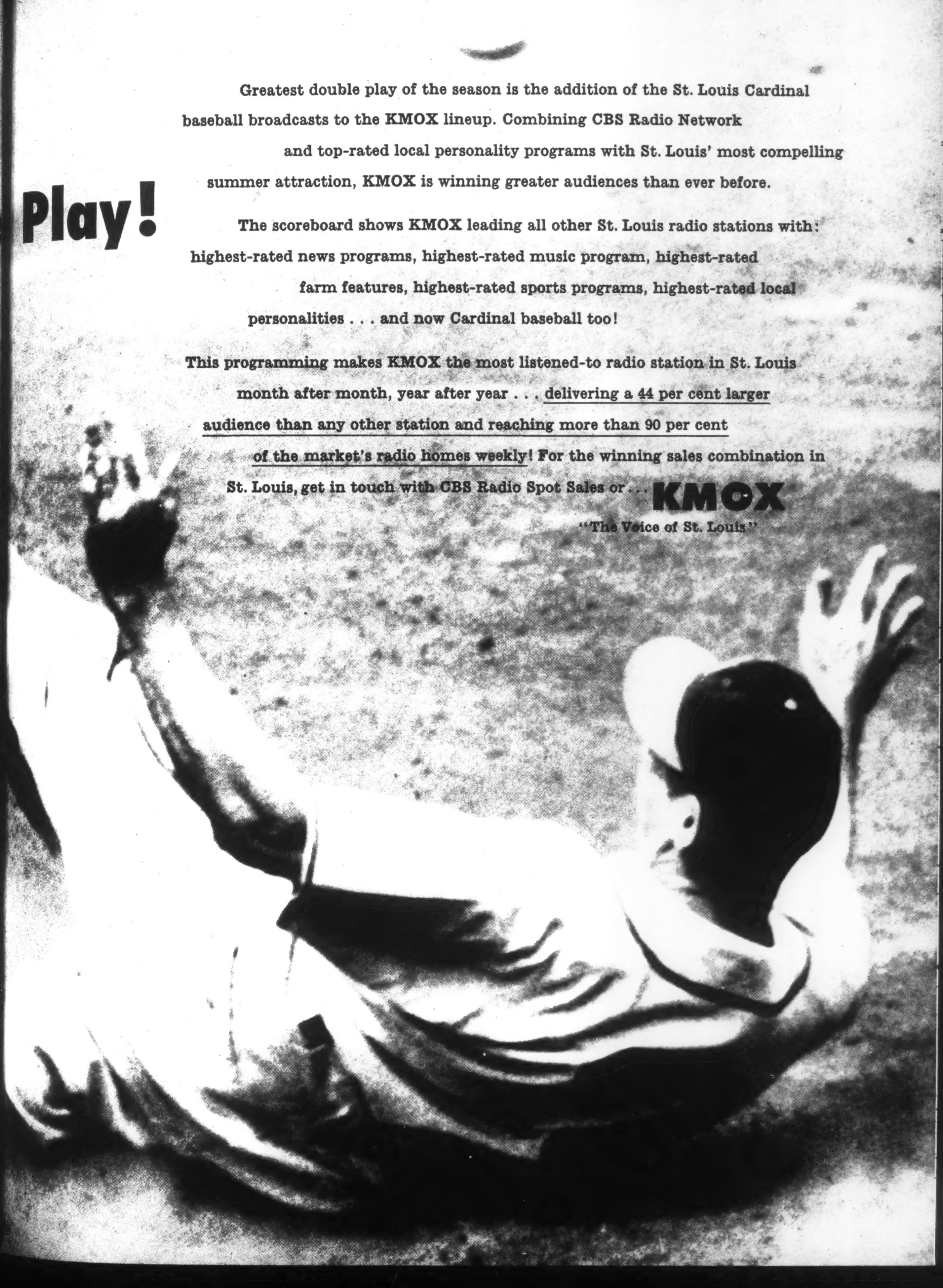
Source: Pulse, 9/54-2/55 and Pulse CPA, 12/54



ble Play!

Greatest double play of the season is the addition of the St. Louis Cardinal baseball broadcasts to the KMOX lineup. Combining CBS Radio Network and top-rated local personality programs with St. Louis' most compelling summer attraction, KMOX is winning greater audiences than ever before.

The scoreboard shows KMOX leading all other St. Louis radio stations with: highest-rated news programs, highest-rated music program, highest-rated farm features, highest-rated sports programs, highest-rated local personalities . . . and now Cardinal baseball too!

This programming makes KMOX the most listened-to radio station in St. Louis month after month, year after year . . . delivering a 44 per cent larger audience than any other station and reaching more than 90 per cent of the market's radio homes weekly! For the winning sales combination in St. Louis, get in touch with CBS Radio Spot Sales or . . . **KMOX**

"The Voice of St. Louis"

IN THE SCRANTON, WILKES-BARRE, HAZLETON MARKET

1955 FIGURES PROVE WGBI-TV YOUR BEST BUY

Look at your latest February 1955 ARB ratings and you'll see a most amazing switch in the great Northeastern Pennsylvania area. You'll see how overwhelmingly the lead has shifted to WGBI-TV.

WGBI-TV presents the highest rated show in the entire market.

WGBI-TV is first in total quarter hours of viewing 9 A.M. to sign off.

WGBI-TV is ahead of the second station during this same period by 43 quarter hours (while on the air) and leads all of the remaining stations *combined*.

WGBI-TV carries five out of the top 10 shows and also has the highest rated local newscast and late film theatre.

In any category WGBI-TV's leadership is impressive.

If you want to sell in Northeastern Pennsylvania, you had better be on

Represented exclusively by BLAIR TV, Inc.

BLAIR TV

WGBI-TV

CBS

Dominating the Scranton-Wilkes-Barre-Hazleton market. And soon to be the *Highest Powered Station on the CBS Network* with 1 million watts.

Economy in Superimposing Call Letters

EVER SINCE television got off the ground as a fulltime entertainment medium, the subject of imprinting station call letters on ID spots has had the interest of advertisers and broadcasters alike.

Some advertisers and their agencies feel frankly that none of the present methods of handling the call letter portion of commercials are entirely satisfactory when a national spot campaign is involved. Some of the common complaints:

(1) Imprinting of call letters on film is expensive for the value received by the advertiser (perhaps $40 for the first and $20 for each additional one)—he'd rather spend the extra money buying time instead of production.

(2) Some stations will superimpose their call letters in the upper right hand corner of the film when that portion is blank—but many won't because it ties up equipment and puts a burden on the video switcher.

(3) Full-screen IDs are objectionable because they eat up two seconds—20% of the commercial time in a 10-second spot.

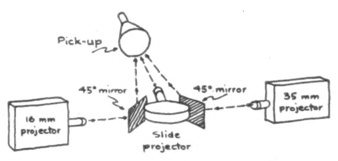
Richard B. Best, radio-tv director of Gordon Best Co. (whose client, the Maybelline Co., has run an extensive spot campaign on some 100 stations for several years), thinks he has an answer to the problem. He outlined it in a letter to Sam Stewart, sales service manager of WPTZ (TV) Philadelphia. Mr. Best would imprint the call letters on a national spot commercial at a station by superimposing *with light* rather than electronically. Here's how it would work, according to his explanation:

"Only one chain would be used, but both the commercial film and a call letter slide would be projected on the same tube at the same time—sort of a double exposure. This would solve the problem of cutting picture quality as ordinary supering does, and also the problem of the video switcher pushing buttons.

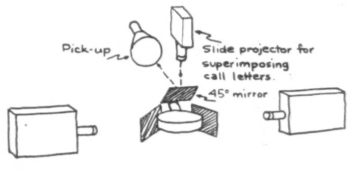
". . . An additional slide projector would be added to the film chain. The setup would change depending upon what each station has, but if the chain were arranged [in such a way], the extra slide projector could shoot straight down from above onto a 45 degree mirror above the lens of the regular slide projector lens and into the tube. The new projector would have only this one slide in it—transparent call letters in the upper right hand quarter against a solid background."

Mr. Best adds his conviction that "it will work" on the basis of some experimenting at WNBQ (TV) Chicago.

Executives of the Best agency have been preoccupied with the technical aspects of spot commercials in the past, particularly with alleged triple-spotting practices which they claim, in some instances, resulted in spots being chopped by stations before their conclusion.



Ⓐ One typical present set up (back view)



Ⓑ Same as "A" but with superimposing projector and mirror added. -

KRON-TV Series Syndicated

THE *Science in Action* series on KRON-TV San Francisco, which has been sponsored for the past five years by American Trust Co., will be made available to local stations and advertisers across the country on a syndicated basis, it was announced by Michael M. Sillerman, executive vice president of Television Programs of America Inc., and Dr. Robert C. Miller, director of California Academy of Sciences, which produces the program. The series will be distributed by TPA.

In addition to being sponsored in San Francisco the program is telecast on KMJ-TV Fresno under the sponsorship of McClatchy Newspapers and Fresno State College; KHSL-TV Chico, Calif., as a public service feature, and KBOI-TV Boise, Idaho, sponsored by Idaho First National Bank.

FILM SALES

Princeton Film Center Inc., Princeton, N. J., and Norman Brokenshire, joint owners of *The Handy Man,* 52-episode how-to-do-it tv film series featuring Mr. Brokenshire, have sold show to National Lead Co. (Dutch Boy paints), N. Y., for showing in 20 western and six eastern markets, starting last week. Gordon Knox is producer and further production is slated for later date. Addition of more markets under local dealer auspices is being considered. Agency: Marschalk & Pratt, N. Y., div. of McCann-Erickson, N. Y.

Sportsvision Inc., S. F., announces 25 program renewals as firm starts sixth annual sales campaign for forthcoming football season for its properties, *All American Game of the Week, Big Ten Conference Hi-Lites* and *Pacific Coast Conference Hi-Lites.* All three series run 13 weeks with *All American Game* starting Sept. 12 and other two Sept. 19. Last year Sportsvision series were carried in 125 U. S., Alaskan and Mexican markets, officials state.

Guild Films Co., N. Y., has sold *Conrad Nagel Theatre* for showing on WTVD (TV) Durham, N. C., WSLS-TV Roanoke, Va., WBTW (TV) Florence, S. C., and WRBL-TV Columbus, Ga., under sponsorship of Streitmann Biscuit Co., Cincinnati.

MCA-TV Ltd., N. Y., announces sale of *Mayor of the Town* series to WRCA-TV New York, bringing total number of firm's programs aired in N. Y. to 18.

Screen Gems Inc., N. Y., has reached all-time high for syndicated film sales with 372 stations. *All Star Theatre,* syndicated version of *Ford Theatre,* registered 201st sale to KTVT (TV) Salt Lake City; other current *All Star* sales: WTTG (TV) Washington, KOB-TV Albuquerque, KROD-TV El Paso, KCBD-TV Lubbock, Tex., and WSUN-TV St. Petersburg, Fla. *Big Playback,* 15-minute sports interview show, being shown by 83 stations. *Adventures of Rin Tin Tin,* syndicated in 50 markets in addition to 70-market sponsorship on ABC-TV by National Biscuit Co. *Top Plays of 1955,* syndicated version of *Fireside Theatre,* sold in 23 markets. *Jet Jackson* sold to 15 stations.

FILM PRODUCTION

Screen Gems Inc., N. Y., has two new series, *Tales of the Bengal Lancers* and *Circus Boy,* which will go into production in early summer for release for 1955-56 season. Herbert B. Leonard is producer on former and co-producer on latter with Norman Blackburn. *Bengal Lancers* is story of two friends in Bengal Lancer regiment stationed in India border town at turn of century. *Circus Boy* concerns circus life as seen through eyes of 10-year-old orphaned boy taken under wing of clown traveling with troupe throughout country during early 1900's.

St. Paul Lutheran Council, St. Paul, Minn., is producing *The Way,* religious tv film series, which premiered April 24 on WCCO-TV Minneapolis-St. Paul and is being released to other northwest tv stations.

Hullinger Productions Inc., Washington, currently is producing *What Do You Think?,* half-hour tv film panel series, moderated by Frank Edwards, dealing with controversial scientific topics; on production calendar of firm: *Makers of Destiny,* stories of celebrities on Washington scene; *This Is Washington,* series of 15-minute and 30-minute action portraits of life and institutions in capital, and *Report From Washington,* weekly series presenting "behind-scenes" of current national and international developments, moderated by Ernest Lindley.

FILM DISTRIBUTION

Mitchell Mfg. Co., Chicago, in first tv venture, has produced and made available free to 200 tv stations throughout country 15-minute tv program consisting of 10-minute film praising contributions of American appliance dealer with remainder to be live presentation by station of interview with local dealer or community leader. No specific appliance products are mentioned although portion shows room air conditioner unit, in which industry Mitchell is active.

Westinghouse Electric Corp., Pittsburgh, has produced 30-minute film, *A Dawn's Early Light,* soon to be available to tv. Information on film, which includes scenes from Atomic Energy Commission plants in Idaho and Pennsylvania, may be obtained from company's film div., 401 Liberty Ave., Pittsburgh 30.

UM&M Corp., N. Y., will distribute new half-hour tv program, *Gabby Hayes Show,* produced by Motion Pictures for Television, N. Y. Merchandising items available with program are phonograph records of Gabby Hayes' tall tales, comic and coloring books and puzzle games.

FILM PEOPLE

E. Howard Goodwin appointed manager, industrial film div., Keitz & Herndon, Dallas, Tex.

Bud Coulson, public relations director, Don Lee Broadcasting System, Hollywood, to public relations dept., Disneyland, subsidiary of Walter Disney Productions, Burbank, Calif.

NARTB FINALIZES CONVENTION PLANS

Labor relations discussions set at NARTB meet, along with final details for special radio and television days. Convention committee appointments made. Daytime Broadcasters Assn. schedules membership meeting during convention period. New tv promotion film to be shown.

GROWING importance of labor relations in broadcasting and tv station operation, as the industry becomes larger and more complex, will be recognized at the NARTB convention May 22-26 in Washington. Two breakfasts—Wednesday and Thursday—will be held.

Chairman Robert D. Swezey, WDSU-AM-TV New Orleans, of the Employer-Employe Relations Committee, and Charles H. Tower, manager of NARTB's Employer-Employe Relations Dept., will conduct the breakfasts.

The Wednesday breakfast, 8-9:30, will deal with wage-hour problems confronting radio and tv stations. Thursday will be devoted to labor relations. Both sessions will be held in the large Blue Room of the Shoreham Hotel. Informal workshop procedure will be followed with everyone having a chance to join the off-record discussions.

Stephen Dunn, recently general counsel of the Dept. of Commerce and a nationally-known labor attorney, will take part in the Thursday meeting. He has just returned to the Grand Rapids, Mich., law firm of McCobb, Heaney & Dunn.

Flanking Mr. Tower will be two associates from the NARTB Employer-Employe Relations Dept.—James H. Hulbert, assistant manager, and Harold G. Ross, labor economist.

The labor relations breakfast will consider such problems as ways of handling a strike; union opposition to technological changes; separate radio-tv contracts; pensions at the bargaining table, and national politics in labor relations.

'DAYS' AGENDAS SET

Final details of the Wednesday "Radio Day" agenda were being worked out Thursday at NARTB. Thursday's "Television Day" program is about complete.

Emanuel Katz, president of Doeskin Products Inc., will speak at the Radio Day proceedings. Doeskin recently switched its advertising from television to radio. Mr. Katz will discuss the shift from weekly sponsorship of Robert Q. Lewis, on CBS-TV, to daily sponsorship of Dr. Norman Vincent Peale, on ABC Radio. He also will report on effectiveness of the change of media and events that followed the transfer, along with recent political events bearing on radio, tv and newspaper advertising.

COMMITTEE MEMBERS NAMED

NARTB announced members of the Resolutions and Credentials committees for the convention. Named by President Harold E. Fellows to serve on these committees were:

Resolutions—Otto Brandt, KING-TV Seattle, chairman; John Alexander, KODY North Platte, Neb.; George D. Coleman, WGBI-TV Scranton, Pa.; Robert D. Enoch, WXLW Indianapolis; Gaines Kelley, WFMY-TV Greensboro, N. C.; D. Lennox Murdoch, KSL-TV Salt Lake City; Robert R. Tincher, WNAX Yankton, S. D., 1954 Resolutions Committee chairman.

Credentials—F. C. Sowell, WLAC Nashville, Tenn., chairman; Ben Akerman, WGST Atlanta; Mahlon Aldridge, KFRU Columbia, Mo.; Carleton D. Brown, WTVL Waterville, Me.; Joe H. Bryant, KCBD-TV Lubbock, Tex.; Ross E. Case, KWAT Watertown, S. D.; Gilmore Nunn, WLAP Lexington, Ky., 1954 Credentials Committee chairman.

DBA SCHEDULES MEETING

Annual membership meeting of Daytime Broadcasters Assn., comprising limited-time and daytime outlets, will be held May 23, 4:30 p.m., at the Shoreham. Ray Livesay, WLBH Mattoon, Ill., DBA president, said membership has almost doubled since the 1954 meeting in Chicago.

Members will discuss the proposal to obtain fixed operating hours the year around for daytime outlets; oppose FCC proposals to curtail daytime station operation, and a plan to send a representative to the Mexican communications conference. Harry Daly, Washington radio attorney, represented DBA at recent Mexico City negotiations.

All daytime stations are invited to the meeting. Officers and directors will be elected. Mr. Livesay will become executive vice president when a new president is elected. Officers include Alf M. Landon, KSCB Liberal, Kan., vice president; George Volger, KWPC Muscatine, Iowa, secretary, and Jack S. Younts, WEEB Southern Pines, N. C., treasurer.

MEDIUM FILM TO BE SHOWN

A feature of the convention will be a new film showing the power of tv as an advertising medium, according to Clair R. McCollough, WGAL-TV Lancaster, Pa., co-chairman of the Convention Committee. The film analyzes tv's sales and advertising impact on consumers and dealers. It is based on research studies prior to the advent of tv, and after its arrival in a particular market. W. R. Simmons & Assoc. Research Co. conducted the study for NBC.

H. M. Beville Jr., NBC director of research and planning, will introduce the film with a brief explanation of its meaning and explain plans to show it around the country. The convention showing will be the afternoon of Thursday, May 26, right after the Tv Bureau of Advertising presentation.

CONVENTION MISCELLANY

Two new exhibitors joined the NARTB list Thursday—Emsco Mfg. Co., Houston tower firm, and McGillvra Television & Radio Sales, national representatives.

C. E. Arney Jr., NARTB secretary-treasurer, said May 16 will be the last day the association will accept appplications for extra tickets to the convention banquet. The dinner will be held Thursday night of convention week in the new banquet hall of the Sheraton Park Hotel.

Code Review Board Meets, Discusses Program Trends

TRENDS in tv programming for children were reviewed by the NARTB Tv Code Review Board at a Tuesday-Wednesday meeting held in Washington. The board studied preliminary results of a special survey conducted by the code staff through an independent agency.

The subject of child programming occupied much of the discussion and was taken up during a conference with Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee. Chairman Magnuson said the committee hears many complaints about tv programs and commented favorably on Code provisions and the announcement that the number of Code subscribers has reached the 250 point.

Final data developed in the survey is being prepared and will be submitted to the Code Board at a later meeting. John E. Fetzer,

"YOUR TV CODE is a tremendous help to us in meeting complaints," Chairman Warren G. Magnuson (D-Wash.), Senate Commerce Committee, told members of the NARTB Tv Code Review Board at a Wednesday conference. Taking part were (l to r): front row, retiring vice chairman of the board J. Leonard Reinsch, WSB-TV Atlanta; Mrs. Hugh McClung, KHSL-TV Chico, Calif., new member; Sen. Magnuson; Mrs. A. Scott Bullitt, KING-TV Seattle, retiring member; John E. Fetzer, of Fetzer stations, retiring chairman who continues as consultant; back row, Thad Brown, NARTB vice president, tv counsel; Roger W. Clipp, WFIL-TV Philadelphia; NARTB President Harold E. Fellows; William B. Quarton, WMT-TV Cedar Rapids; Edward H. Bronson, NARTB Tv Code affairs director.

each one is different

The job to be done determines the design to do it. Like different pairs of shears, each quality television station is shaped to the job it must do — the need it fills — the market it serves.

For television stations, Harrington, Righter and Parsons' representation has special meaning. Our only concern — to interpret and sell the unique design of each quality television station we represent.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

television—the *only* medium we serve

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WTPA	*Harrisburg*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*
WSYR-TV	*Syracuse*

head of the Fetzer stations, who retired as chairman of the board last week after three years service, will address the NARTB convention "Television Day" (May 26) on origin of the code and the way the tv industry has carried out voluntary regulation of program and advertising standards. He will serve the code board for the next year in an *ex officio* role.

Also retiring from the board after serving since its organization three years ago were J. Leonard Reinsch, WSB-TV Atlanta, vice chairman, and Mrs. A. Scott Bullitt, KING-TV Seattle.

Sitting at last week's meeting were three members who will take office in June: Mrs. Hugh McClung, McClung stations in California; Roger W. Clipp, WFIL-TV Philadelphia, and Richard A. Borel, WBNS-TV Columbus. Also attending last week's sessions was William B. Quarton, WMT-TV Cedar Rapids, Iowa, newly-appointed vice chairman. The new chairman, G. Richard Shafto, WIS-TV Columbia, S. C., is on a European tour.

Topics discussed at the two-day meeting included a review of the Senate juvenile delinquency hearings; ways of promoting code recognition; pitch and bait advertising practices, and results of the recently expanded monitoring program. The board reviewed films and kines of tv programs and commercials.

Staff reports were made by Edward H. Bronson, director of television code affairs, and Charles Cady, his assistant. NARTB President Harold E. Fellows and Vice President Thad Brown took part in the meeting.

$1.25 Minimum Wage Plan Opposed by NARTB's Tower

NARTB opposed the proposed $1.25 minimum wage proposals being considered by the Senate Subcommittee on Labor, appearing at the Wednesday hearings before the group. Charles H. Tower, manager of NARTB's Employer-Employe Relations Dept., said the 66% increase in the statutory minimum wage would cause great economic hardship for small-market stations and "cannot be justified on any acceptable theory of minimum wage legislation."

Citing WCIL Carbondale, Ill., as a typical small station in a small market of about 11,000 people, Mr. Tower said its employment pattern was typical, with seven fulltime people and six working parttime. All of the parttime and two of the seven regular staff employes would be affected by a $1.25 minimum, he said.

About 900 radio stations show such a pattern, according to Mr. Tower. The $1.25 level would be an oppressive burden for small stations and might force some of them out of business, he contended.

Mr. Tower also opposed proposals for a statutory exempt work test of $6,000 per year, contending it, too, would work a hardship on small stations.

RAB Holds Chicago Clinic

RADIO Advertising Bureau made "The Big Sale" presentation to midwest stations and other executives in Chicago, Peoria and Indianapolis last week. Tools for effective selling of the aural medium were outlined by Arch Madsen, RAB director of member service, and James Baker, who becomes RAB's assistant director of local sales and service May 15. The Chicago clinic was held in the WGN Chicago audience studios. The clinic will be conducted in various other cities through Nov. 18.

'Pro' Weathercasters Ask Higher Standards

Professional weathermen say non-professionals sometimes give inadequate, objectionable presentations.

PROFESSIONAL weathermen, members of the American Meteorological Society, created a squall last week over what they consider "inadequate" and "highly objectionable" weather news presentation by non-professional "weathermen" on radio-tv. The disturbance stemmed from a report, released by a special committee on radio and television of the society, which included nine recommendations to improve weather news presentation.

The recommendations:

(1) That the AMS issue a slide to indicate that a program has earned the society's seal of approval with regard to professional standards.

(2) That a permanent committee on radio and television be set up to examine the background of applicants for the slide. It noted that some people are able to present weather news in a creditable manner without meeting requirements for professional AMS membership.

(3) That AMS prepare a pamphlet describing the advantages of a professional meteorologist on the staff of a combination radio and tv station. Such a professional, the report noted, could give a station access to weather information via teletype.

(4) That the society compile a list of professional meteorologists who would be interested in radio and tv work.

(5) That a suggestion be made to professional schools to include a course in radio-tv presentation as part of meteorology training.

Study Sought

(6) That the council of the AMS ask the Advisory Committee on Weather Services to the Secretary of Commerce to look into the problem of commercialism in Weather Bureau broadcasts and its relation to the private meteorologist in radio. It recommends that either the Weather Bureau insist that all radio programs in which the bureau participates directly be strictly non-commercial, or that if the Weather Bureau broadcasts be of a commercial nature (where stations have sponsors for Weather Bureau news), that the bureau collect a fee comparable with talent fees.

(7) That the Advisory Committee on Weather Services to the Secretary of Commerce require local Weather Bureau offices to furnish radio broadcasts to all stations without restriction or discrimination. The report said that although the bureau is not participating directly in telecasts, it is involved in tv through extended telephone briefings.

(8) That extended daily telephone briefings on a regular basis by Weather Bureau personnel be curtailed.

(9) That the Weather Bureau be responsible for "policing" information it gives out to make sure it is dispensed in a "dignified" manner and that full credit be given to the source.

The special committee consisted of: Francis K. Davis Jr., weatherman for WFIL-AM-TV Philadelphia and professor of meteorology at Drexel Institute of Technology there; Louis P. Allen Jr., weatherman for WTOP-AM-TV Washington and Louis P. Allen Assoc. Inc., weather consultants; Eugene Bollay, tv weatherman in Los Angeles and North American Weather Consultants; James C. Fidler, WLW-WLWT (TV) Cincinnati; Richard J. Reed, professor of meteorology at U. of Washington, Seattle; Harold E. Taft Jr., weatherman at WBAP-TV Ft. Worth, Tex., and American Airlines there, and Clint Youle, NBC weatherman in Chicago on *News Caravan* and local weathercasts.

Toll Tv Will Benefit Sports, Levey Tells Sportscasters

TOLL TELEVISION can help solve the problems that have plagued the sports field since the advent of home television, Arthur Levey, president of the Skiatron Electronics & Television Corp., told a meeting of the Sports Broadcasters Assn. last week in New York.

Mr. Levey, whose firm has developed the Subscriber-Vision system of toll-tv, stressed that sports eventually could be telecast at a "modest fee" to many thousands or millions of fans. He reported that in discussions he has had with promotors of sports events, many were convinced that the current method of sponsoring athletic contests is not satisfactory and that toll tv offers a solution.

He predicted that unless a pay-as-you-see system is introduced, telecasting of many major league baseball games may be abandoned. He said his conclusion was based on talks with the heads of various baseball clubs.

Mr. Levey said that major sport events, such as a championship boxing bout, could be presented on toll tv "much more cheaply" than over closed-circuit tv, and the home fee, he added, probably would be less than the several dollars charged for admission to a theatre for the closed-circuit tv pickup.

As more and more sporting events are left off home tv, Mr. Levey said, the viewing public will protest more strongly. Toll tv, he said, could present these events at a cost a family could afford, thereby permitting sports to flourish.

Mr. Levey also commented on the New York State American Legion's stand against toll tv, which had cited that subscription tv would deprive tv entertainment to disabled veterans in hospitals and other shut-ins. Mr. Levey pledged his company would make its programs available to shut-ins free of charge.

RAB Starts New Series Of 'Sell Radio' Spots

A NEW SERIES of "sell radio" announcements for broadcast by member stations was launched last week by Radio Advertising Bureau, New York, as a new feature in its sales promotion service. Each month RAB plans to release six sample commercials, one minute or 20 seconds in length, which promote radio and help the individual station attract new local business by on-the-air promotion of radio as an advertising medium.

A different angle or sales approach will be stressed in each set of commercials. The first series points up the ability of radio to carry the businessmen's message to other businessmen. RAB recommends that the spots be aired at a time when businessmen will be most likely listening to radio.

Chesapeake-Va. Groups Elect

AT A JOINT meeting of the Virginia and Chesapeake Associated Press Broadcasters, held at Washington's National Press Club last month [B•T, April 25], Dave Stickle of WMAR-TV Baltimore was elected president of the Chesapeake organization and Wendell Siler of WRAD Radford, Va., head of the Virginia group.

WOAI San Antonio

THE MOST EFFECTIVE RADIO ADVERTISING IN THE GREAT SOUTHWEST - - -

..and "NEWS PRESTIGE" is a big reason why!

For 32 years WOAI has maintained a staff of specialists to gather, write, edit and present every radio newscast so competently that each earns the title of "the southwest's most complete newscast."

Names like Henry Howell, Henry Guerra, James Metcalf, Frank Matthews, and Bill McReynolds have become synonomous with accurate reporting on regularly scheduled newscasts, established through the years at times when San Antonio and south Texas has made a habit of "listenin' to the WOAI News".

Each week, WOAI broadcasts 45 newscasts, and each is a full 15-minute complete newscast, using the three major wire services plus WOAI's local news staff. Thirty-eight of the 45 are sponsored by local, regional and national advertisers. Only seven of these and a few spot adjacencies are currently available.

For top ratings and clear channel coverage, be sure your campaign is on WOAI, the "NEWS PRESTIGE" station with "listener dominance".

WOAI is the only 50,000 watt full time, non-directional, clear channel San Antonio station, serving the Great Southwest.

CLEAR CHANNEL·50,000 WATTS
WOAI
SAN ANTONIO

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
New York • Chicago • Los Angeles • St. Louis
Atlanta • San Francisco • Detroit

TELEPHONE MANNERS
Have the correct number
Have a reason for your call
Dial carefully or give number to operator
Tell who you are
Speak clearly
Be polite at all times
Speak briefly
Replace receiver gently
The
with
Smile

Principal assignment

One of the first responsibilities of a major television station is to lend a hand in community affairs *wherever* help is needed. Like this . . .

The New York City Board of Education had 720 teachers who were seeking a small number of appointments as public-school principals. Normally, it would have taken about 40 class visits and some $12,000 to select those best qualified. But this time WCBS-TV lent a hand.

Two grade-school classrooms were transported lock, stock and blackboard to a WCBS-TV studio. Teachers and pupils went through their paces as usual, except that this time television cameras were looking in. Blocks away, all 720 candidates observed the closed circuit broadcast . . . wrote their reports. And the Board of Education was able to accomplish in a few hours what used to take months.

This extra-curricular assignment is a good example of the sort of activity which has brought these new honors to WCBS-TV in recent weeks:

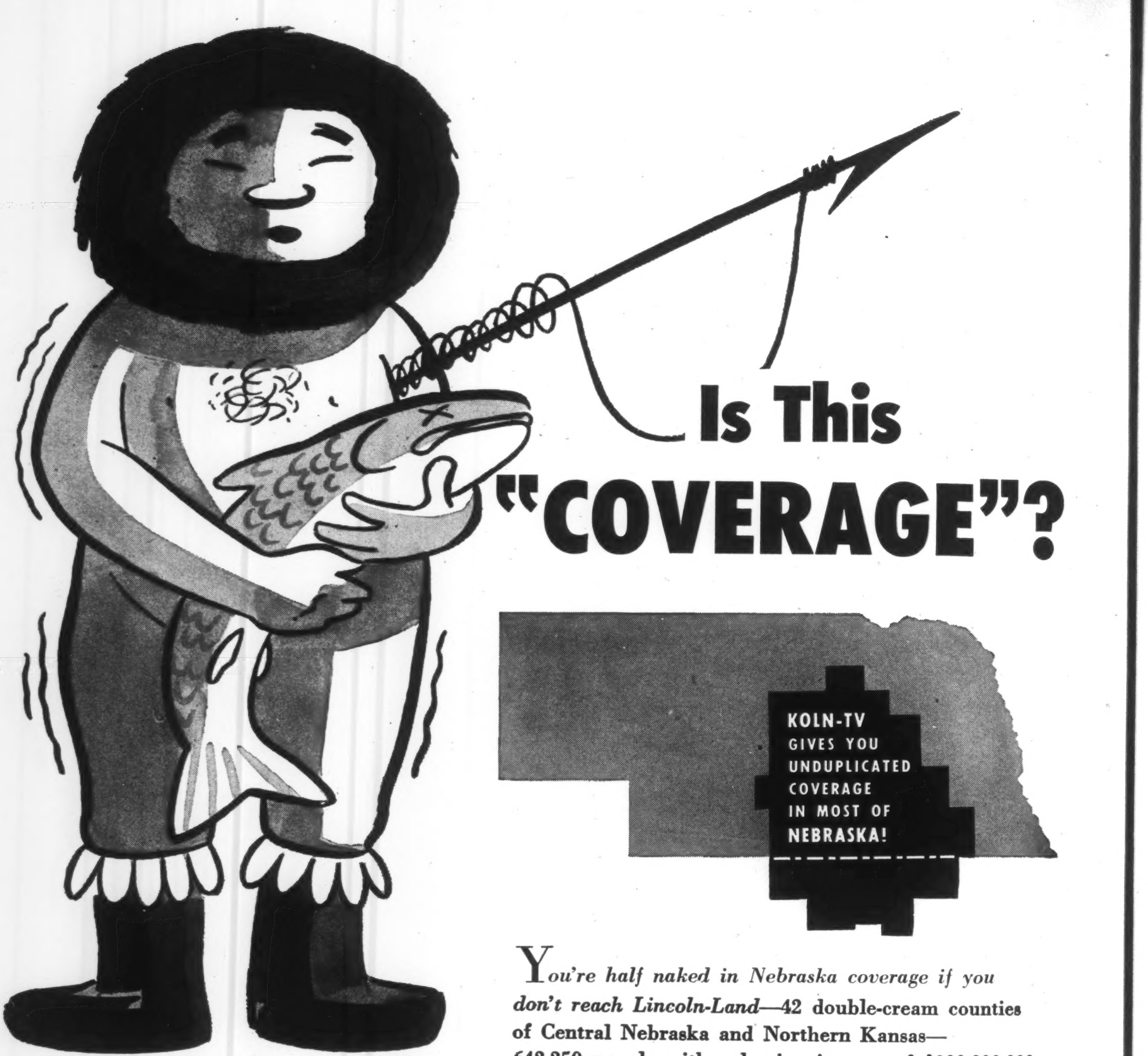
OHIO STATE AWARDS. *First award for* Camera Three; *Special award for* On the Carousel.

ALFRED I. DU PONT AWARD. *Special award for public service programming.*

VARIETY SHOWMANAGEMENT AWARD. *Plaque award for Education with Showmanship.*

WCBS-TV's leadership in public service only matches its leadership in other schools. Fifteen million viewers consistently vote WCBS-TV the "most popular" among all New York television stations. Which is why the smartest advertisers rate us "most likely to succeed" at selling their products.

WCBS-TV *New York*



Is This "COVERAGE"?

You're half naked in Nebraska coverage if you ***don't reach Lincoln-Land***—**42 double-cream counties of Central Nebraska and Northern Kansas—642,250 people with a buying income of $900,000,000.** ***KOLN-TV reaches over 125,000 families unduplicated by any other station!***

The KOLN-TV tower is 75 miles from Omaha! **This Lincoln-Land location is farther removed from the Omaha market than is Cincinnati from Dayton, Buffalo from Rochester or Lancaster from Philadelphia.**

AM—TV—FM

The Fetzer Stations

WKZO—KALAMAZOO
WKZO-TV—GRAND RAPIDS-KALAMAZOO
WJEF—GRAND RAPIDS
WJEF-FM—GRAND RAPIDS-KALAMAZOO
KOLN—LINCOLN, NEBRASKA
KOLN-TV—LINCOLN, NEBRASKA
Associated with
WMBD—PEORIA, ILLINOIS

KOLN-TV COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET

CHANNEL 10 • 316,000 WATTS • LINCOLN, NEBRASKA

ABC CBS DUMONT

Avery-Knodel, Inc., Exclusive National Representatives

FELLOWS URGES AWRT VIGILANCE

NARTB head, speaking at Chicago convention, warns against inroads on freedom of radio and tv.

NARTB President Harold E. Fellows last Friday called on the nation's women broadcasters, in national convention, to scrutinize with "renewed vigor," and as "important apostles of American broadcasting," actions which raise serious implications for the "cause of free radio and television."

He called upon them to "concern yourselves not alone with the immediate programming and advertising problems that occupy your daily attention. . . . But also with the fundamental structure of this medium and your responsibility to maintain that structure."

Mr. Fellows addressed a general, pre-luncheon session of the American Women in Radio & Television, holding its fourth annual convention at Chicago's Drake Hotel.

The NARTB president offered to exchange pledges with the organization in a common fight, allied with groups like the National Assn. of Radio-Television News Directors, National Assn. of Television & Radio Farm Directors, Radio Advertising Bureau, Television Bureau of Advertising and the 46 state broadcasters associations.

Over 500 AWRT delegates, registered as of Thursday, were urged to become "fully conversant" with the implications of proposed congressional legislation to limit length and control of broadcast commercials; with the Senate Interstate & Foreign Commerce Committee's plan to review network operation and practices; the continuing "dry" assault on beer and wine advertising over the air; certain group's criticisms of electronic media in general, and the movement for subscription tv.

Mr. Fellows asked AWRT members whether they are "sufficiently informed" on these subjects. He noted that toll tv, if approved, "would utilize some of the hours now devoted to free television on existing stations—thus restricting your opportunity to perform and to advertise."

The pioneer view of Brig. Gen. David Sarnoff, RCA board chairman, that public interest is best served through freedom of action in broadcasting was cited by Mr. Fellows. He also noted that this was the underlying proposition on which the FCC was originally established.

The convention opened Thursday with a banquet address by Mildred McAfee Horton, board member of RCA and former president of Wellesley College and wartime WAVES commander. She observed that through broadcast media, people have developed a "global acquaintance" and stated radio-tv have an "appalling responsibility" for reporting accurately on world events.

Tv Effects Discussed At Youth Conference

EFFECT on juvenile delinquency of radio, television and other mass media was a principal issue last Wednesday at the Conference on Youth, sponsored by the Thomas Alva Edison Foundation and held at Washington's Hotel Statler. FCC Chairman George C. McConnaughey addressed a luncheon session on "The Public's Responsibility for the Quality of Radio and Television Programming." During the one-day meeting, Vice President Richard M. Nixon and representatives from the fields of communication and education had their turn on the rostrum.

Mr. McConnaughey said he is "unalterably opposed to government control" of mass media of communication. He declared the system of free enterprise, under which radio and tv operations now are conducted, should not be "hampered."

It must be borne in mind, he said, that television is a new industry, only in existence for about nine years. "It is perfectly phenomenal," he continued, that in this short period "approximately 85% of the people of the U. S. can receive at least one picture."

The networks, Mr. McConnaughey declared, have made many fine efforts to put on more programs with the quality of a "highly cultural and educational character." He said, "They have found, as the Commission has found, that while listeners will complain about what they don't like, there is a disappointing reluctance to applaud very fine works."

The FCC chairman pointed out that "To indict any one group or any one segment of our society as being the cause of juvenile delinquency is just contrary to the facts. . . ." He said it is reported that young children spend almost as many hours watching television as they do in school, but to what extent tv is contributing to the ever increasing juvenile delinquency problem "no one can pinpoint."

Broadcasting Cooperation

"My observations since working with the FCC," Mr. McConnaughey declared, "convince me that you can expect wholehearted cooperation from the broadcasting industry. The broadcasters have tried time and again to advance programs representing better taste and which seek to elevate the interest of their audiences in matters of great national concern."

The NARTB, he continued, maintains a Television Code and Standards of Practice for Radio which are constantly being improved by committees and Code Review boards. He suggested that possibly the Edison Foundation and the NARTB might find common ground upon which to exchange ideas

Educational radio and tv can be a mighty force in raising the standards of these media, Mr. McConnaughey told the luncheon meeting.

Addressing the breakfast session, Vice President Nixon said "Television has a tremendous impact on young people. Some programs are splendid, but others are not particularly stimulating or inspiring." He further stressed the importance of the mass media in molding young minds.

In an afternoon panel session on "The Mass Media: Schools of Youth," Josette Frank, educational associate of the Child Study Assn. of America, said, "The fact is that we cannot always predict the effect of any given program on any individual child at any particular time." She quoted a leading educator who made a 12-country survey on press, films and radio, who said, "We are forced to admit that we know almost nothing about what affects the child." She declared that efforts have been confined to a negative approach: "programs are bad, movies are bad, comics are bad. We make codes in which we prescribe the things we *don't* want for our children." She said, "Sheer entertainment has legitimate values of its own; not everything we give children needs to come packaged and labeled as 'education.'"

Bigger Share of Ad Money Predicted for Radio, Tv

TELEVISION and radio will probably absorb about 25% of all advertising expenditures within the next five years, and 35% within 10 years, Richard P. Doherty, president of Tv-Radio Management Corp., said in a speech before the Annual Business Conference of the Chamber of Commerce of Eastern Union County, N. J.

Mr. Doherty, who also has been named a director of National Affiliated Stations Inc. [B•T, April 18], declared that all advertising media, especially radio-tv, can expect a "substantial expansion over the next decade."

Blackburn-Hamilton in S. F.

NEW San Francisco office has been opened at 235 Montgomery St. by Blackburn-Hamilton Co., media brokers. William T. Stubblefield is in charge of the office. Other Blackburn-Hamilton offices are in Washington and Chicago.

'Spot Register' Dropped

PLANS to publish *Spot Radio Register,* based on information supplied by radio stations, have been discontinued, according to James M. Boerst and N. C. (Duke) Rorabaugh. They said the project was abandoned because of "lack of cooperation on part of radio stations," adding that less than one-third of some 225 stations canvassed indicated willingness to cooperate.

Mr. Boerst will continue to publish his *Spot Radio Report,* based on data supplied by advertising agencies. Mr. Rorabaugh is president of N. C. Rorabaugh Co., New York, which publishes quarterly report on spot television advertising.

New P. R. Firm Formed

NEW public relations firm, CAVU Inc., formed at 11 West 42nd St., New York, will offer clients complete public relations package, including advertising to be placed through existing advertising agencies, publicity, merchandising, sales promotion, package design and printing, according to Peter J. McDonnel, president.

GM Names New PR Director

GENERAL MOTORS has announced the appointment of Anthony De Lorenzo as director of press and radio relations succeeding Kenneth Youel, named director of divisional relations in the public relations department. Thomas E. Groehn, a GM information staff member, has been promoted to Mr. De Lorenzo's former position as executive in charge of press and radio relations in Detroit.

PROFESSIONAL SERVICE PEOPLE

Roland A. Martone, former ABC Hollywood publicist and radio-tv writer, opens law office at 6331 Hollywood Blvd.; telephone: Hollywood 2-6391.

T. J. Snowden Jr. to Jack L. Stoll & Assoc. (radio-tv station, newspaper brokers), L. A., as sales representative in seven southern states, headquartering in Augusta, Ga.

Paul Baron, former program supervisor and personnel relations director, WMGM New York, to Palmer-De Meyer Inc., same city, as placement counsellor.

PROPOSED FCC BUDGET NOT SUFFICIENT, COMMISSION SPOKESMEN TELL CONGRESS

Workload of agency is described to Senate Appropriations subcommittee with report on undermanned staff.

THE FCC last week voiced dissatisfaction with its proposed $6,870,000 fiscal 1956 budget—which includes a House-passed increase of $170,000 over the Budget Bureau's recommendations—in testimony before a Senate Appropriations subcommittee.

FCC members, notably Comr. Rosel H. Hyde, stressed that the Commission's applications backlogs in tv and other services would continue to mount unless the FCC gets the $7,240,930 it originally asked the Budget Bureau for fiscal 1956.

The Senate Independent Offices Appropriations Subcommittee, headed by Sen. Warren G. Magnuson, who also is chairman of the Senate Commerce Committee, will resume hearings May 17 on the FCC budget. Sen. Magnuson explained that several senators have expressed "vital interest" in the FCC budget, which includes $80,000 added by the House for a study of the broadcasting industry. He said the Senate unit will go into the proposed FCC study and other policy matters "quite thoroughly."

In the FCC's testimony last week, the backbone of which was a statement by FCC Chairman George C. McConnaughey, these issues emerged:

- The FCC staff is at its lowest total since World War II, while its workload has steadily increased. The Commission's staff now is 1,069, including employes in reimbursable projects.
- Although "tremendous strides" have been made in processing tv applications by changes in procedures, settlements by contestants among themselves and promptness in uncontested cases, there remain many hearing cases which require additional staff members to process.
- The FCC still is haltered by the Sec. 309(c) protest provision of the Communications Act. The rights of applicants, plus the rights of "parties in interest" to protest non-hearing grants, all cost money and delays, Comr. Hyde told the Senate group. (Amendments to the protest section have been introduced in both the House and Senate.)
- The backlogs in standard broadcasting have begun to build up again. Broadcast manpower requirements were cut drastically in 1955 and the proposed fiscal 1956 budget provides for further reduction.
- In the safety and special radio services, the FCC entered the present year in "reasonably good condition," but the "tight appropriation situation this year" will leave a heavy backlog to enter fiscal 1956.
- Sen. Magnuson observed that a large part of the FCC's troubles stems from housing problems: "There are files in the halls. You can't find anybody. I never saw an agency so badly in need of housing." He added that something ought to be done. He startled Commissioners by informing them he had been visiting the FCC "when you didn't know I was there."
- The FCC's field engineering and monitoring staffs have been cut so far that they cannot be further reduced "in the interest of the nation and the industry."
- Further expansion in the General Counsel's staff will be needed early next year to keep up with increasing litigation, caused primarily "from the fact that practically all unsuccessful applicants for tv stations carry their cases to the courts."

Sens. Leverett Saltonstall (R-Mass.) and Charles E. Potter (R-Mich.) were the only members of the appropriations group present besides Sen. Magnuson. Sen. Saltonstall asked about the FCC's examiner teams and was told by Comr. Hyde that the FCC still has four more hearing examiners than its regular 11.

Sen. Saltonstall said the FCC had told him last year that the tv backlog would be "under control" within a year. Comr. Hyde said all tv applications which have been processed have been designated for hearing or otherwise disposed of.

Chairman McConnaughey said the FCC estimates that by the end of fiscal 1956 it still will have more than 40 "hard core" cases; i.e., those which will require considerable litigation, as the less difficult cases are resolved. He said the present applications backlog is: tv, 131 hearing cases, 78 non-hearing; am, 102 hearing, 334 non-hearing.

Asked whether he was satisfied with the FCC budget, as boosted by the House, Comr. Hyde said he was not; that the applications backlog will increase, "we can't keep up with our planning and studies" and the FCC is handicapped in other "vitally important work."

Comr. Doerfer echoed the need for more money and criticized Sec. 309 (c). He said he didn't believe Congress intended the section to be used by competitors to keep a station off the air. He cited the long delay by Cherry & Webb Broadcasting Co. in getting ch. 12 on the air in Providence, R. I. The case is still in the courts, "and we may be reversed," he said. The station (WPRO-TV) went on the air March 27 after receiving a grant in September 1953. The grant was protested by ch. 16 WNET-TV there.

Comr. E. M. Webster also told the Senate group that he feels lack of funds is increasing the backlogs in other fields than television and that the FCC is "not doing a good job" because of its lack of funds.

Chairman McConnaughey told the senators that the $80,000 voted by the House for the FCC industry study will not be enough to complete the study, and would only "initiate" it.

He said the study would involve collecting data from sources outside the FCC's files, which then would be analyzed and evaluated and recommendations made. The $80,000, he said, will enable the FCC to establish the staff to conduct the study, draw up procedures and make "substantial progress" in the first (fact-finding) phase of the study. He said past FCC experience has shown the study would take more than a year.

Honest Tv Politickin'

POLITICIANS appearing on television would be kept honest—at least on the surface—under the provisions of a bill (S 1909) introduced last week by Sen. Richard L. Neuberger (D-Ore.).

Sen. Neuberger, who feels strongly on the subject of political candidates who go before tv cameras wearing make-up and toupees or who use TelePrompTers or other prompting devices, introduced a measure to amend Sec. 315 of the Communications Act. It would require FCC action against tv stations if audiences are not informed when a candidate is using artificial devices to improve his appearance or gives the appearance he is talking "straight from the shoulder" when in actuality he is being cued by a prompting device.

Deploring a tendency in politics "to substitute play-acting for reality," Sen. Neuberger said that during a tv talk in the 1954 campaign he scorned make-up and was frank to inform the audience when he was reading his speech.

NBC's New Haven Buy Questioned by FCC

Prospective purchase of WKNB-AM-TV draws pre-hearing McFarland letter on issues of overlap and effect on competition.

ADOPTING substantially the same argument employed by ch. 8 WNHC-TV New Haven, Conn., in its protest of NBC's prospective $600,000-purchase of WKNB-AM-TV New Haven [B•T, Feb. 14], FCC last week sent a pre-hearing McFarland notice to the network stating that the Commission is concerned about possible violation of its duopoly rules because of signal overlaps with NBC's WRCA-AM-TV New York. Grade B contours of the tv outlets are used in the comparison.

In its opposition to the WNHC-TV petition, NBC earlier claimed the New Haven outlet seeks "to perpetuate its present vhf monopoly, frustrate development of competition and delay the expansion of uhf in the Connecticut Valley region" [B•T, Feb. 28]. WKNB-TV, now owned by Julian Gross and associates, is a CBS affiliate operating on ch. 30. Another uhf station in the area, however, ch. 59 WELI-TV New Haven, not on the air, has voiced approval of the NBC purchase and feels it would help all uhf in the New England area [B•T, March 7].

"While the Commission has not, in considering Grade B overlap in previous television cases, found such overlap objectionable," FCC said, "the overlap in this case, together with the concentration of more than 10% of the population of the U. S. in a continuous 200-mile area on the eastern seacoast within the Grade B contours of two television stations owned by the same party raise serious questions as to whether a grant of said applications would be consistent with the provisions of Sec. 3.636 of the Commission rules and its policies promulgated thereunder."

FCC said a total of 17 million persons live in the 200-mile area while 683,000 persons reside in the Grade B overlap area of the two tv outlets.

"Similarly," FCC wrote, "approximately 250 miles separate the extreme contours of standard broadcast stations WRCA and WKNB, which, with the overlap involved, raise questions as to whether a grant would be consistent with the provisions of Sec. 3.35 of the rules." Both Secs. 3.35 and 3.636 pertain to multiple ownership and duopoly policy.

"And since ch. 30 is the only television channel assigned to New Britain," the letter continued, "a question is raised as to whether a grant of the above applications would be consistent with the provisions of Sec. 3.658(f) of the rules." This rule provides that "no license shall be granted to a network organization . . . for a television broadcast station in any locality where the existing television broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing."

KTBC-TV Power Increase Protested By KWTX-TV

CHARGES of economic injury, monopolistic practices and conspiracy have been alleged by KWTX-TV Waco, Tex., in a protest to the grant without hearing of the application of KTBC-TV Austin, Tex., to boost its power.

KWTX-TV charged that the grant last March to KTBC-TV increasing its effective radiated power from 100 kw visual and 51 kw aural to 247 kw visual and 124 kw aural will cause it economic and financial injury.

KWTX-TV operates on ch. 10 at Waco. KTBC-TV, ch. 7, is owned by Texas Broadcasting Corp. which also owns ch. 34 KANG-TV Waco. Texas Broadcasting is owned by Claudia T. Johnson, wife of Senator Lyndon B. Johnson (D-Tex.).

Petition was filed by Robert F. Jones of the Washington law firm of Scharfeld, Jones & Baron. Mr. Jones is former Republican congressman from Ohio and ex-FCC Commissioner. He was Republican counsel for the 83d Congress Senate Commerce Committee probe of the networks under Sen. John W. Bricker (R-Ohio).

The KWTX-TV protest alleged that Texas Broadcasting, through its operation of two tv stations and through the network affiliation contracts with CBS and ABC, has monopolized trade in the area. KWTX-TV contends that the increased power authorized to KTBC-TV will strengthen and solidify its alleged monopolistic activities in that area by increasing its Grade B overlap area to the detriment of KWTX-TV.

KTBC-TV, the only tv station in Austin, is affiliated with CBS, NBC, ABC and DuMont networks. KANG-TV is affiliated with CBS, ABC and DuMont and is completely overlapped by KWTX-TV, the protest noted. The KWTX-TV protest alleged that the trade practices and agreements of Texas Broadcasting, CBS and ABC constitute a boycott of KWTX-TV by preventing the broadcast of any of the networks' programs. The protest alleges that the networks' decisions to affiliate with the uhf station KANG-TV instead of the vhf KWTX-TV "strongly suggests" that they "were not motivated by ordinary business judgment."

Senate Unit Sets Hearings On FCC-Requested Measures

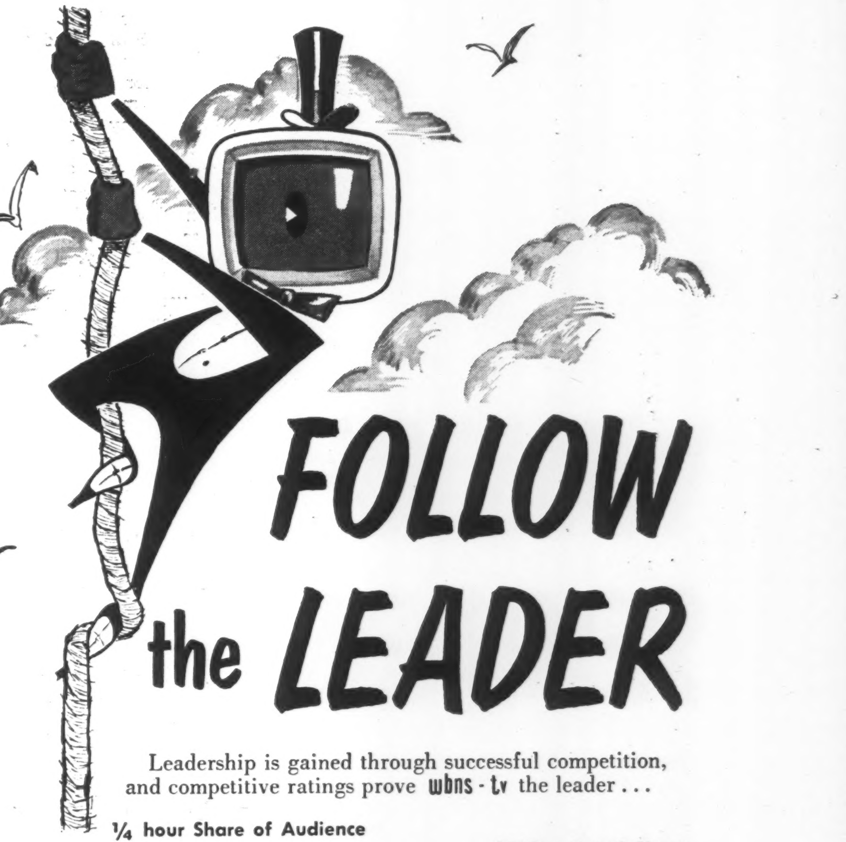
SENATE Communications Subcommittee headed by Sen. John O. Pastore (D-R. I.) will get off the ground at 10 a.m. May 19 when hearings begin on two measures requested by the FCC, Chairman Pastore announced last week.

The bills are S 1549, authorizing the FCC to impose monetary fines for violations of FCC regulations by nonbroadcast stations, and S 1456, which would amend three sections (Secs. 212, 219, 221) of the Communications Act relating to common carriers. The FCC will be first on the witness stand.

Hearing on FCC-Backed Bill Planned Soon by House Unit

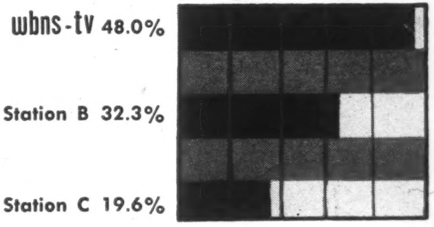
THE House Transportation & Communications Subcommittee will hold hearings in the near future on an FCC-requested bill (HR 5614) to amend the protest section of the Communications Act, Rep. Oren Harris (D-Ark.), chairman, said last week.

Rep. Harris said he would not press for an early hearing on his own measure (H J Res 138) seeking to limit the height of tv towers to 1,000 feet. He indicated applications for such towers are being cleared through the Airspace Coordinating Committee before FCC action.



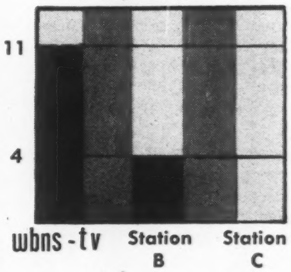
Leadership is gained through successful competition, and competitive ratings prove wbns-tv the leader . . .

¼ hour Share of Audience
Sign on to sign off



(Columbus Telepulse Feb. 1955)

15 Top Rated Shows



Top ratings, backed by full promotion and protected by high quality CBS, syndicated and local programming guarantee sales leadership for National and Local advertisers using wbns-tv

wbns-tv

COLUMBUS, OHIO
CHANNEL 10

CBS-TV NETWORK — *Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High St.*

REPRESENTED BY BLAIR TV

NATVIG COUNSEL SUBPOENAS DOERFER

Other FCC commissioners also may be called to testify in perjury trial of turnabout witness in Lamb case.

SUBPOENA for FCC Comr. John C. Doerfer to appear in the government's perjury case against Mrs. Marie Natvig, turnabout witness in FCC's license renewal hearing on Edward Lamb's WICU (TV) Erie, Pa., was issued last week at the request of counsel for Mrs. Natvig.

It also was indicated other commissioners may be subpoenaed to testify in the trial now before U. S. District Court Judge Alexander Holtzoff in Washington.

Mrs. Natvig's trial began Tuesday after Judge Holtzoff heard a court physician confirm an earlier medical report that ex-FCC attorney Walter R. Powell Jr. has not recovered sufficiently from his recent heart attack to make a personal appearance on the stand. Judge Holtzoff excused Mr. Powell from appearing, despite protests by Mrs. Natvig's counsel, but suggested his testimony might be obtained through deposition. Mr. Powell now is on the legal staff of NARTB.

Among the allegations of the indictment, Mrs. Natvig is charged with lying when she claimed Mr. Powell coerced her into giving false testimony against Mr. Lamb in the FCC proceeding before Examiner Herbert Sharfman. Mrs. Natvig made the charge against Mr. Powell in February when she said her testimony of last fall, purporting to link Mr. Lamb with communist associations, had been false.

Examiner Sharfman, who also has been subpoenaed to appear in the Natvig trial, has recessed the FCC's WICU case until today (Monday). The WICU hearing is believed to be nearing conclusion after nearly seven months [CLOSED CIRCUIT, May 2].

Judge Holtzoff Tuesday turned down a motion by Mrs. Natvig's attorneys, Mr. and Mrs. John Dwyer, to postpone the case until Mr. Powell was recovered. The case proceeded with selection of a jury of eight women and four men.

FBI Agents Testify

Early government witnesses included FBI agents Edward J. Powers and Charles B. Schildecker, called by J. Frank Cunningham of the Justice Dept. Criminal Division, who is prosecuting the government's case. Mr. Powers now heads the Boston FBI office.

The witnesses said Mrs. Natvig contacted their office in Miami and said she had been a member of the Communist Party in Ohio in the mid-1930s and had known Mr. Lamb in that connection. Mrs. Natvig testified in this manner during her first FCC appearance—the testimony which she later recanted.

Mr. Powers said Mrs. Natvig did not want to testify if she could not do it under an assumed name. He related she told him she had read about the FCC case in the newspaper and felt she had a patriotic duty to tell what she knew about Mr. Lamb.

The FBI agent recalled Mrs. Natvig was "highly concerned" about Mr. Lamb's tv license because she felt the communication industry was a "target" of the communists. Under cross examination, Mr. Powers denied he had ever told her he would see that her son, who is employed at an aircraft plant, would lose his security clearance if she refused to testify.

On Thursday, Robert D. J. Leahy, FCC investigator assigned to the Lamb case, testified that he and Mr. Powell and the other FCC attorneys were "somewhat surprised and astounded" by the story which Mrs. Natvig told them about Mr. Lamb upon her first visit last Sept. 19. Mr. Leahy indicated it was substantially the same story she told the first time on the FCC witness stand and later repudiated.

Mr. Leahy recalled that Mr. Powell told Mrs. Natvig her information was "of extreme importance" to the proceeding but did not tell her what she should say. Mr. Leahy said in their first talk with Mrs. Natvig she was "very pleasant and very cordial" but was reluctant to testify under her real name because of possible embarrassment to her family. She was known only as "Mary Jones" at the time, he said.

Mr. Leahy remembered that FCC called Mrs. Natvig again on Sept. 22 to learn if she had made up her mind about testifying and she remarked, "My God, look what they did to Cummings," referring to the cross examination by Lamb counsel of William Garfield Cummings, the Commission's initial witness. He said she agreed to come to Washington for further talks with FCC and during this visit Sept. 23 was served a subpoena by Mr. Powell. She became upset and cried, he said.

Mr. Leahy said that later, while appearing as a witness for FCC under subpoena, Mrs. Natvig complained of the "intense cross examination" by counsel for Mr. Lamb. He stated she said that under "no circumstances" would she disclose the names of her children.

Under questioning by Mr. Dwyer, Mr. Leahy, after instruction by Judge Holtzoff to answer, said he had obtained the name of "Mary Jones" and her Miami phone number through a phone call from John Reily of Justice Dept.'s Internal Security Division. He said he understood "Mary Jones" had been a Communist Party member, had known Mr. Lamb in such connection and was "willing to talk." He said he got this from Mr. Reily.

Court Orders FCC to Hear WNYC Bid for 5 Kw Use

THE FCC was told last week by the U. S. Court of Appeals in Washington that it has to give WNYC New York a hearing on that station's application for permission to use a 5 kw transmitter capable of being run at 1 kw for regular WNYC operation and at 5 kw for Conelrad operation [B•T, April 18].

The FCC a year ago refused WNYC's application and request for waiver of a rule which forbids 1 kw stations from using a transmitter rated higher than 1 kw. WNYC operates on 830 kc, limited time. WNYC appealed this denial on the ground that it was arbitrary and that, at least, the Commission should give it a hearing.

In the appellate court's unanimous decision, written by Circuit Judge David L. Bazelon, the right of applicants to a hearing before denial was underscored.

Referring to its Storer decision early this year [B•T, Feb. 28], where the same court held that Sec. 309(b) requires a hearing before denial, the court said:

"We hold, therefore, that where, as here, an application accompanied by a request for waiver of Sec. 3.41 is supported by reasons which are neither frivolous nor unlawful on their face, the Commission is bound to observe the requirements of Sec. 309(b)."

Another Hour for Tv

TV VIEWERS in Massachusetts taverns may be getting a break soon which will permit them to see the end of hotly-contested televised baseball games.

Since the end of the prohibition era taverns in the Bay State have, by statute, closed their doors at 11 p.m. come high water or a tied ninth inning.

So much criticism has been heard from the fans who have had to leave their favorite bistros in the crucial moments of a game that a bill introduced in the Massachusetts legislature which would permit taverns to stay open until midnight has been passed by the House and is unofficially expected to pass the Senate without too much trouble.

Storer Seeks Ch. 10, But Favors Miami Uhf

STORER BROADCASTING Co. last week softened somewhat its move to persuade the FCC to de-intermix Miami, but at the same time filed its promised application for ch. 10 in that city [B•T, April 18].

In an amendment to its de-intermixture petition filed last month, Storer withdrew its recommendation that WTVJ (TV) Miami be moved from ch. 4 to ch. 39. It reiterated its position that chs. 7 and 10 should be moved out of the city and that uhf channels be substituted for these vhf frequencies.

Initial decisions are outstanding for both chs. 7 and 10. Biscayne Television Inc., which is a combination of the Cox and Knight newspaper-radio interests and Niles Trammell, former NBC president, is favored for ch. 7, and WKAT Miami has been recommended for the ch. 10 assignment. Oral argument on the ch. 7 initial decision was held before the FCC last week (see story, page 75).

The Storer amendment was filed in the interest of expediting action on its petition, the ch. 23 WGBS-TV Miami owner said. It asked quick action in issuing a proposed rule-making notice before final action on chs. 7 and 10 were made.

"Limited vhf competition is not fatal," the Storer amendment declared. It pointed to pending de-intermixture petitions from uhf stations in Hartford, Conn., and Norfolk, Va., where existing single vhf outlets are operating, as an example of that attitude.

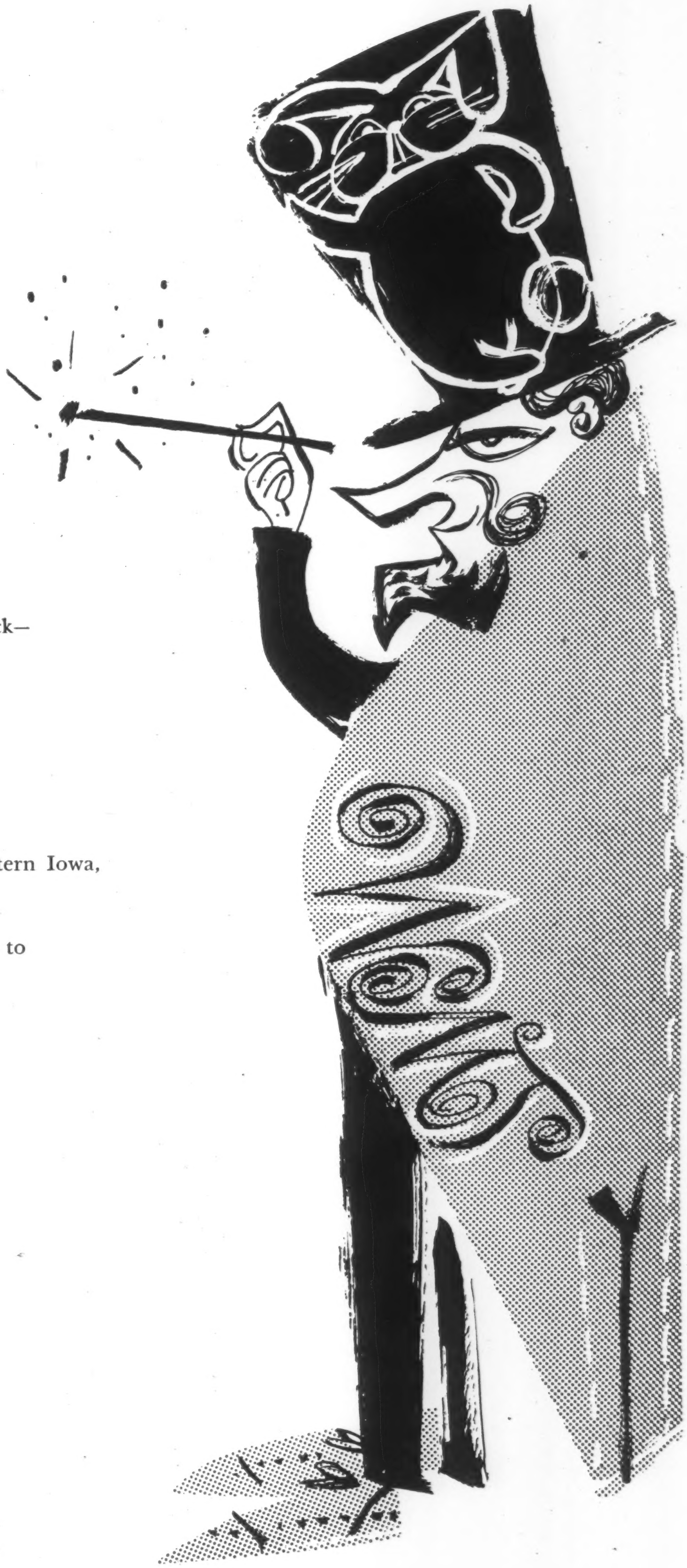
Miami, Storer said, could be a good example of the superiority of uhf to vhf. It attached field intensity measurements of WGBS-TV's ch. 23 signal which showed, Storer said, that it was superior to the vhf transmissions.

Storer warned that de-intermixture will be a fact, whether or not the Commission plans it that way. The demise of uhf stations in intermixed markets, Storer said, will result in de-intermixed, vhf-only cities. It also warned that should uhf become barren of stations, or with few outlets in operation, other services would soon be reaching for the unused or little-used block of spectrum space.

Storer's application for ch. 10 was the same application, brought up to date, of the filing refused by the FCC in 1953. This was the genesis of the U. S. Court of Appeals case which resulted in the court uprooting the FCC's rule on maximum station ownership [B•T, Feb. 28].

In that ruling, which set at naught the Com-

all about gimmick



The word that gets kicked around
so much in advertising circles—gimmick—
really means (as you knew all along)
a small device used secretly by
a magus in performing a trick.

A magus (a. y. also k. a. a.) is
a magician.

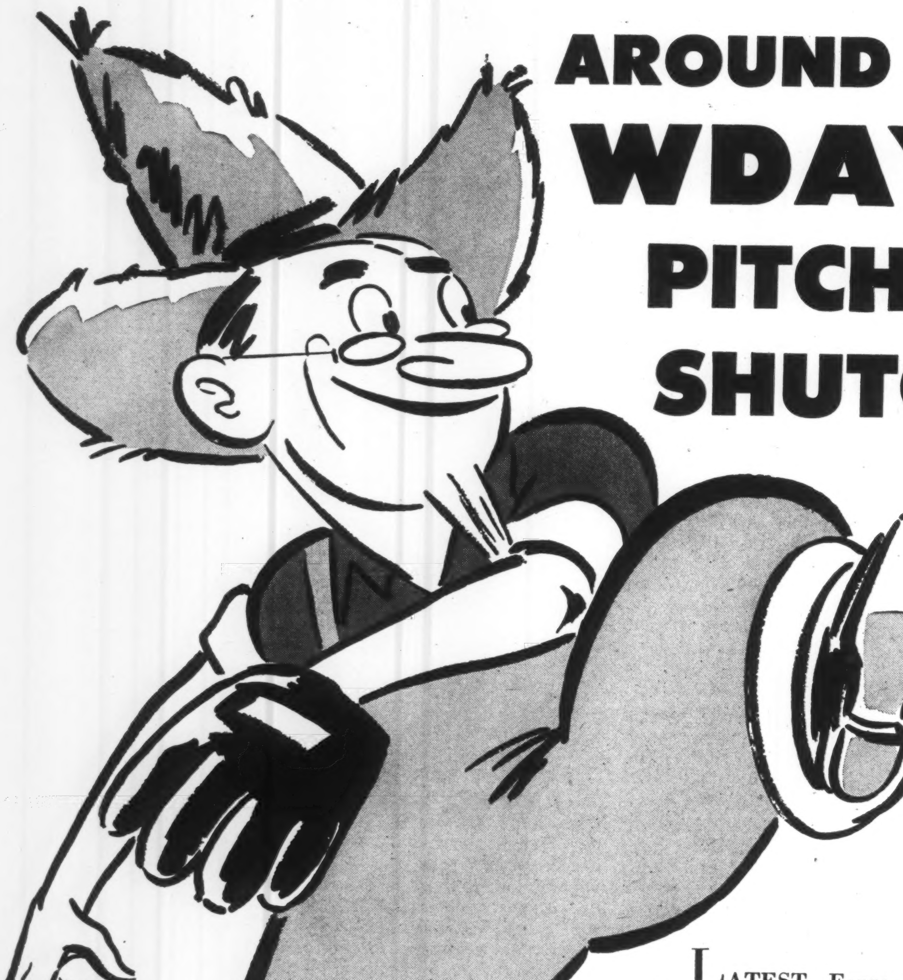
If you want *the* gimmick to reach Eastern Iowa,
be a real magus.

Call on WMT. But you won't be able to
keep it secret.

WMT AM & TV

CBS for Eastern Iowa
AM: 600 KC • TV: Channel 2
Mail address: Cedar Rapids
National Reps: The Katz Agency

AROUND FARGO, WDAY-TV PITCHES A SHUTOUT!



LATEST Fargo-Moorhead Hoopers credit WDAY-TV with an almost clean sweep of audience-preference honors. The chart shows that between 5 and 6 times as many Metropolitan Fargo families tune to WDAY-TV as to the next station.

Look at the sets-in-use — a whopping big 65% at night!

Although Metropolitan Fargo represents an important segment of WDAY-TV's coverage, it's not the whole story. WDAY-TV is also the preferred station in *most* of the heavily-saturated Red River Valley. Ask Free & Peters for the proof.

HOOPER TELEVISION AUDIENCE INDEX
Fargo, N. D. - Moorhead, Minn. — Nov., 1954

	TV-SETS-In-Use	Share of Television Audience	
		WDAY-TV	Station B
AFTERNOON (Mon. thru Fri.) 12 noon — 5 p.m.	28	86	14
5 p.m. — 6:30 p.m.	48	88	13
EVENING (Sun. thru Sat.) 6 p.m. — 12 midnight	65	85*	17*

(*Adjusted to compensate for fact stations were not telecasting all hours)

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC

FREE & PETERS, INC.
Exclusive National Representatives

mission's right to specify a numerical maximum for station ownership, the court alluded to the denied application and declared that it was sure that the FCC would accept this application and give Storer a hearing on it.

Storer's application was accompanied by a petition asking that it be made a party to the ch. 10 hearing and that the pending initial decision be vacated and the hearing reopened. It also declared that if its de-intermixture petition was granted, it would withdraw the ch. 10 application.

The application seeks 316 kw visual power, estimates construction cost at $1,116,250, and operating costs for the first year at $780,000.

A balance sheet as of Feb. 28 showed Storer total assets at $26,561,411, of which $6,458,204 was current assets.

Current liabilities totaled $5,308,295; long term debt was shown as $10,311,835, and earned were current assets.

The ch. 10 application showed that Storer had earned $1,618,829 after taxes in 1953 and $3,702,121 in 1954.

FCC Grants Three Tvs, One Is Uhf Satellite

THREE new tv stations, at Hattiesburg, Miss., Milwaukee, Wis., and a satellite station at Ephrata, Wash., were granted by the FCC last week.

New tv on ch. 9 at Hattiesburg was granted to Lion Tv Co., composed of equal owners Dave A. Matison Jr., Harold M. Matison and Milton J. Fine. Dave A. Matison Jr. is 28.3% owner of WAML Laurel and WABO Waynesboro, both Mississippi, and half-owner of WHXY Bogalusa, La., WHNY McComb, Miss., and WHSY Hattiesburg. Harold M. Matison also is 28.3% owner of WAML and WABO.

Grant became possible with the dismissal without prejudice earlier last week of the competing application of Hattiesburg Tv Co., operator of WFOR there. Mr. Matison and Charles W. Holt, co-owners of WHSY, had withdrawn from Hattiesburg Tv Co., after FCC designated the latter for hearing because of the common tie of WFOR and WHSY. Mr. Holt is not in Lion Tv. [B•T, March 7].

The new ch. 9 station will operate with effective radiated power of 28.2 kw visual and 16.2 kw aural with antenna height above average terrain of 490 ft.

Milwaukee Grant

At Milwaukee, new tv station on ch. 31 was granted to Business Management Inc., operator of WFOX there and owned by Joseph A. Clark. The new station will operate with an effective radiated power of 21.4 kw visual and 12 kw aural with antenna height of 350 ft. above average terrain.

At Ephrata, new satellite tv station on ch. 43 was granted to Basin Tv Co., wholly owned subsidiary of Cascade Broadcasting Co., operator of KIMA-AM-TV Yakima, ch. 19 satellite KEPR-TV Pasco, Wash., and applicant for ch. 8 at Walla Walla, Wash. Cascade Broadcasting also operates ch. 3 KLEW-TV Lewiston, Idaho, and owns 40% of KWIE Kennewick, Wash.

The ch. 43 Ephrata satellite will rebroadcast the programs of ch. 29 KIMA-TV, using effective radiated power of 13.2 kw visual and 6.61 kw aural with antenna height of 660 ft. above average terrain.

In another action, the FCC authorized a private tv intercity relay system between ch. 6 KVEC-TV San Luis Obispo, Calif., and KABC-TV and KNXT (TV), both Los Angeles.

FCC LAUNCHES PROBE OF KPIX (TV) DAMAGE

Hearing called on orders to suspend licenses of three engineers on allegations of equipment tampering.

FORMAL FCC investigation of damage to technical equipment at KPIX (TV) San Francisco, reported coincident with a walkout of NABET engineers at the station last Dec. 14 [B•T, Dec. 20, 1954], got underway before Examiner J. D. Bond last Tuesday afternoon, but most of the week was spent in preliminary argument.

Principal dispute centered on qualifications of William Burgess, KPIX transmitter supervisor, as an expert witness on broadcast equipment. The first called to testify in the San Francisco hearing, Mr. Burgess was examined at length by FCC attorney Robert McAllester and NABET counsel James Brown. At one point, A. E. Towne, KPIX chief engineer, took the stand to endorse Mr. Burgess' qualifications.

Able by late Thursday to begin relating his story, Mr. Burgess recalled that when he arrived at the KPIX transmitter early on the morning of Dec. 14 he found that the crystal ovens in the transmitter and test equipment had been turned off. He said it took several hours of warm-up before the tv station could get back on the air.

Specifically, the hearing has been called by FCC upon orders which the Commission issued in February to suspend the operator licenses of three KPIX engineers on allegations linking them with the Dec. 14 incident [B•T, Feb. 21]. The orders, naming Roald W. Didriksen, Carlton R. Schwarz and Anthony Severdia, suspended their licenses for 90 days but the suspension dates were stayed pending outcome of the hearing asked by the defendants.

Although Mr. Burgess had scarcely begun testimony, Examiner Bond recessed the proceeding Thursday until May 19 because of other cases.

On Friday, however, the examiner was to hear charges against Howard A. Chamberlin and Fred P. Muller, engineers at KEAR San Mateo, Calif., concerning unauthorized shutting down of the KEAR transmitter last Oct. 5 coincident with a labor dispute involving both NABET and AFTRA [B•T, Oct. 11, 1954]. Both engineers are the subject of 60-day suspension orders, also stayed pending hearing.

FCC officials estimated it would take two or three weeks to complete the KPIX case. It was pointed out that the Commission is proceeding slowly in order to assure the defendants a full and fair hearing since the dispute involved may have a major influence throughout the industry.

FCC Grants Two Ams, One Educational Fm

TWO new daytime standard stations at Quitman, Ga., and Salem, Va., and a noncommercial educational fm station at Norfolk, Va., were granted by the FCC last week.

New 250 w daytime station on 1490 kc at Quitman was granted to Quitman Broadcasting Co., an equal partnership composed of Emerson W. Browne and John Franklin Proctor. Mr. Browne is half-owner of WKKO Cocoa, Fla., and WCLB Camilla, Ga., and applicant for a new am station at Kissimmee, Fla. Mr. Proctor is chief engineer at WWGS Tifton, Ga.

At Salem, new 1 kw daytime on 1480 kc was granted to Southeastern Enterprises, a partnership composed of R. B. Helms, Jack T. Helms and Carl J. Hoskins. R. B. and Jack T. Helms are stockholders of Blanfox Radio Co., operator of WHLN Harlan, Ky., WCPM Cumberland, Ky., and WNVA Norton, Va. Southern Enterprises is permittee of a new am station on 1360 kc at Cleveland, Tenn.

New noncommercial educational fm station on ch. 218 (91.5 mc) at Norfolk was granted to College of William & Mary. This brings the number of current educational fm authorizations to 127. The new station will operate with an effective radiated power of 1.45 kw and antenna 96 ft. above average terrain.

Meanwhile, FCC authorized KHUM Eureka, Calif., to change from 1240 kc 250 w to 980 kc 5 kw day, 500 w night, directional night.

WDLC Port Jervis, N. Y., was authorized an increase in power from 100 w to 250 w, operating unlimited time on 1490 kc. The grant is conditioned to acceptance of interference that would result from a grant of the proposed operation at Greenwich, Conn., on the same frequency by Greenwich Broadcasting Co.

Also granted last week was authority to WKYR Keyser, W. Va., to increase power from 1 kw to 5 kw operating daytime only on 1270 kc.

Sale of Ft. Smith Vhf Designated for Hearing

SALE of ch. 5 KNAC-TV Ft. Smith, Ark., to Southwestern Publishing Co. was designated for hearing by the FCC last week.

The vhf ch. 5 assignment was granted to American Television Co. (H. S. Nakdimen) in July 1954 after competing applicant George T. Heinreich agreed to withdraw following a merger agreement. The agreement to sell KNAC-TV to Southwestern Pub. Co. calls for payment of $50,000 for the ch. 5 permit and payment of $35,000 each to Mr. Nakdimen and Mr. Heinreich over a period of seven years for not re-entering the broadcasting field. The sale had been protested by KFPW Ft. Smith [B•T, Jan. 24].

The FCC wishes to determine whether, in the light of the consideration to be payed, the sale involves a "trafficking" of a permit.

Southwestern Pub. Co. is owned by Donald Reynolds, owner of the *Fort Smith Times Record* and *Southwest American* and newspapers in Okmulgee and Bartlesville, Okla., and in Las Vegas, Nev. He also owns KFSA-AM-FM-TV Ft. Smith, KZTV (TV) Reno, KLRJ-TV Henderson (Las Vegas) and KHBG Okmulgee and KBRS Springdale, Ark.

Approval of Mr. Reynolds' purchases of KORK Las Vegas and KOLO Reno was suspended by the FCC a fortnight ago to look into charges by KLAS-TV Las Vegas that Mr. Reynolds was using joint rates for KLRJ-TV and KZTV (TV) [B•T, April 25, 18].

WKNX-TV Plea Denied

FCC last week denied the petition of ch. 57 WKNX-TV Saginaw, Mich., requesting a stay of last month's grant to ch. 12 WJRT (TV) Flint, Mich., to change its transmitter site.

The WKNX-TV petition charged that the WJRT move was for the purpose of obtaining the CBS-TV network affiliation, which WKNX-TV now has. William H. Edwards, president and general manager of the Saginaw station, said that serious economic injury would result if the FCC decision is not changed and would result in Saginaw being left without a tv station.

It's here! NEW G-E C

Brings you rock-steady Monochrome or Color pictures from film and slides

Now you can say goodbye to flicker, jitter, weave, smear and even registration problems in color TV projection. One long-look at a color monitor fed from this NEW G-E FILM CENTER will convince even the most critical viewer, that here is live, vital color faithfully reproduced in crisp, precise detail. And, as color television comes more and more into its own, here is inherent picture-quality to please sponsor and home-viewer alike.

CONSIDER . . . *COMPARE* THESE OUTSTANDING ADVANTAGES:

1. This scanner system coupled with Eastman Kodak's perfected continuous motion projector results in exceptionally high light transmission for the brightest, cleanest, sharpest color television pictures.

2. Many times the light output of other CM optical systems to make it possible to obtain the best pictures from your "problem" films regardless of age or density.

3. Automatic film-shrinkage compensation—virtually guarantees the same quality of projection time after time regardless of film shrinkage.

4. Available for monochrome or color projection.

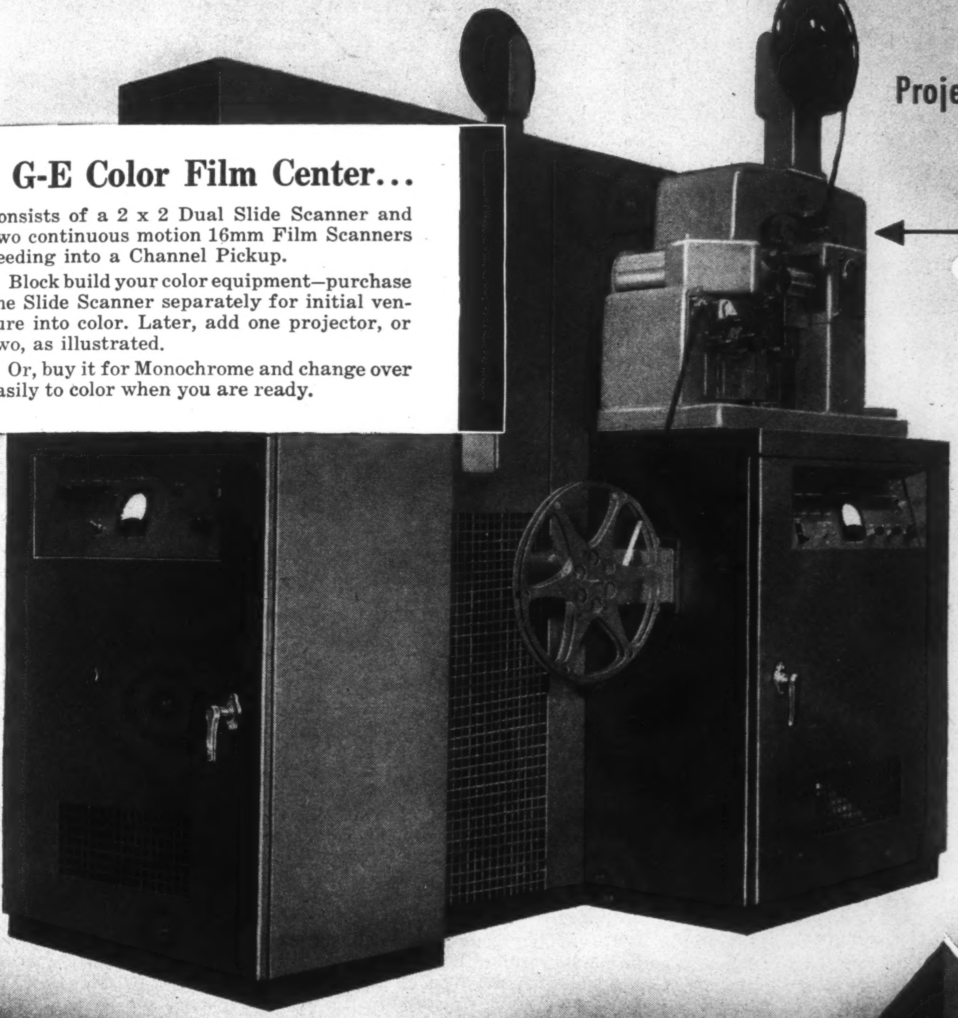
5. You can block build. Start with 2x2 Dual Slide Scanner. Add one Continuous Motion Projector for limited film programming. Add a second CM projector, when needed, for monochrome or color film facilities.

6. Separate scanner tubes in each projector—assure reduced lost air-time in event of tube failure.

7. Reduced maintenance and operating costs. Accessibility, simplicity of circuits, and minimum adjustments during operation, cut manpower costs.

8. Masking amplifier actually can make final picture better than original film.

COLOR FILM CENTER–



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G-E Color Film Center...

consists of a 2 x 2 Dual Slide Scanner and two continuous motion 16mm Film Scanners feeding into a Channel Pickup.

Block build your color equipment—purchase the Slide Scanner separately for initial venture into color. Later, add one projector, or two, as illustrated.

Or, buy it for Monochrome and change over easily to color when you are ready.

SEE FOR YOURSELF a demonstration of the New G-E Film Center in Booth No. 2, at the NARTB Convention. Let the new unit speak for itself, then compare it with all others before you decide. Complete specifications are available now through our Regional and District Broadcast Equipment Managers, or write to *General Electric Company, Section X255-9, Broadcast Equipment, Electronics Park, Syracuse, New York.* In Canada write: *C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.*

PYRAMID
PLAN
FOR COLOR TV

ASK GENERAL ELECTRIC TO HELP YOU
BLUE-PRINT YOUR STEPS TO COLOR

Progress Is Our Most Important Product

GENERAL ELECTRIC

PRO, CON TOLL TV GROUPS TAKE TO AIR

CBS-TV was host last week to panel discussion on the subscription television topic. NBC scheduled similar verbal battle for yesterday (Sunday). Heavy volume of comment on matter received by Commission.

PROPONENTS and opponents of subscription tv took to the air last week and were scheduled to take to the air again yesterday (Sunday).

Last week, W. Theodore Pierson, Washington counsel for pro-pay tv Zenith, faced anti-fee tv Victor Scholis, WHAS-TV Louisville—each aided and abetted by a three-man panel—on CBS-TV.

On Sunday, H. C. Bonfig, Zenith vice president, and Alfred Starr, Nashville theatre owner and co-chairman of the anti-subscription tv Organizations for Free Tv, will have their say on NBC. Mr. Starr will be assisted by Faye Emerson as interrogator.

Meanwhile . . .

- Letters from the public to the FCC on subscription tv now jam 15 docket volumes. Last week's incoming mail saw pro-pay tv representations from minor league baseball clubs for the first time. Also among the writers favoring subscription tv were several station owners and doctors. The Commission's correspondence is still heavily favorable to pay tv.
- A poll of 2,600 people in Los Angeles by Tele-Census showed that two out of three were willing to pay for tv programs. The *Chicago Daily News* poll on pay tv showed a three to one vote in favor of toll tv from the first 1,800 voters.
- Joint Committee Against Toll Tv asked the FCC to incorporate a series of questions to the proponents of fee tv, mainly concerned with economic and technical aspects of their systems. These would be in addition to the queries propounded by its notice of proposed rule-making issued in February [B•T, Feb. 14.]
- International Telemeter Corp., advocate of the coin-box Telemeter system of subscription tv, was reported planning to engage in closed circuit, pay tv in two cities late this year.
- Organizations for Free Tv announced the appointment of publicist Rick LaFalce as Washington representative.

Sunday's NBC program was scheduled to be heard from 4 to 4:30 p.m., EDT. The program was to be presented on NBC's five owned-and-operated tv stations in New York, Chicago, Cleveland, Washington and Los Angeles and offered to all affiliates.

It was understood that Mr. Bonfig would introduce Zenith's film on Phonevision as his exposition in favor of subscription tv. Mr. Starr, it was understood, was to present the major economic and "public interest" arguments against free tv. Miss Emerson, tv personality and newspaper columnist, was to present questions to Mr. Starr selected from mail from readers of her column. She was also to discuss pay-as-you-see tv in relation to its impact on the legitimate theatre, motion pictures and sponsored tv.

The May 1 CBS debate saw Mr. Pierson calling for favorable action on the subscription tv petitions on the ground that it would supplement present tv fare with feature length motion pictures, Broadway plays, and superior entertainment and cultural programs.

Mr. Sholis dissented and charged that pay tv would "undermine" the present system of television broadcasting. He implied that pay tv proponents wanted a free ride on channels that had been made valuable by telecasters under the sponsored system of broadcasting.

Ranged alongside Mr. Pierson were James M. Landis, Skiatron general counsel; Ralph Bellamy, actor and president of Actor's Equity; Elfred Beck, owner of the now dark ch. 23 KCEB (TV) Tulsa, Okla.

In Mr. Sholis' corner were Trueman Rembusch, Indiana theatre owner and co-chairman, Joint Committee Against Toll Tv; Leon P. Gorman, WABI-AM-TV Bangor, Me., and Sherwood Dodge, Foote, Cone & Belding advertising agency.

In the course of the debate, Mr. Pierson declared that there could never be a nationwide system of television without pay tv. He said 15% of the country is outside the coverage areas of any station, and there are "vast numbers of people that can get only one signal, and vast other numbers that can get only two."

Mr. Sholis warned that "what's happening is a foot in the door that threatens to undermine the system that has been built up in nine or ten years." He said there is no clamor from the public for pay tv. He continued:

"You people are demanding a share of these channels. You are not willing to accept any burden of responsibility for serving the broad public interests. . . . You are not going to give them [the public] cultural programs you talk about because there is no box office for them and under the circumstances I think in the long run you are going to come in and bid for this talent television has now. If Jackie Gleason is good box office you are going to get him. . . ."

The past week's correspondence to the FCC contained two letters from broadcasters. Both favored pay tv. The first, from Ernest W. Thwaites, president-general manager of KFUN Las Vegas and KRTN Raton, both New Mexico, also hit at the NARTB Tv Board's action opposing the use of broadcast channels for subscription tv [B•T, April 18]. The other was from Theodore Jones, WCRB Boston, and it "heartily" endorsed pay tv.

Letters were also received by the Commission from F. L. Longinotti, Memphis Baseball Club; C. C. Hoffman, Mississippi-Ohio Valley Baseball League; Adam Pratt Sr., Sioux City (Iowa) Soos, and C. C. Johnson, *The Sporting News.*

In the public relations field, Conger Reynolds, public relations director of Standard Oil Co. of Indiana, and Maxwell Ewing, radio-tv director, Paul Cain Organization Inc., Dallas public relations company, both wrote favoring fee tv. In the publications field, Everett R. Smith, research director, MacFadden Publications, endorsed subscription tv.

Among others who wrote to the FCC favoring toll tv were:

Eddie Dowling, producer-songwriter; Clay H. Hollister, head of the engineering administration department, Case Institute of Technology, Cleveland; Alfred M. Wilson, executive vice president, Minneapolis-Honeywell Regulator Co., and Henry G. Guthman, finance professor, Northwestern U.

Pay-See Backing

A RESOLUTION seeking approval by the Illinois House of Representatives of subscription television and requesting the FCC to authorize it was introduced in Springfield last week. The resolution was sponsored by Chicago Republican Paul Randolph. It was referred to the House Executive Committee. A similar measure was approved three weeks ago by the Chicago City Council.

Included in last week's batch of correspondence were several copies of a letter Zenith had written to hearing aid customers asking support for subscription tv.

The Tele-Census Los Angeles poll, conducted by students from various colleges in the area, covered 2,600 families. The poll showed that 67.5% of the families favored pay tv, while 19.3% opposed it. The remainder expressed no preference.

In the *Chicago Daily News* poll, 1,315 readers voted in favor of pay tv, while 488 voted against it, according to radio-tv columnist Ethel Daccardo. Readers also indicated they would be willing to pay from 25 cents to $10, with the average running about $1. Only 33 indicated they would pay $2 or more.

The Joint Committee on Toll Tv's request for the FCC to specify additional economic and technical data was contained in a dozen pages of suggested questions. These dealt, in the main, with the cost and sales or leasing arrangement of decoders, advertising in subscription tv programs, five-year estimate of the growth and income potential of pay tv.

Telemeter's plans envisage putting into operation two closed-circuit, pay tv systems—one in the Midwest and the other in the South. They would be similar to the 1953-54 Palm Springs, Calif., operation which fed first run movies over a closed-circuit, community tv system which International Telemeter ran with signals picked up from the seven Mt. Wilson transmitters.

FCC APPROVES WNBF-AM-TV BUY

CONSENT was granted by FCC last week to the $3 million cash purchase of WNBF-AM-TV Binghamton, N. Y., by Walter H. Annenberg's Triangle Publications Inc., from John C. Clark Sr. and family [B•T, April 18, March 14]. Triangle operates WFIL-AM-FM-TV Philadelphia and is 50% owner of WHGB Harrisburg, Pa.

Mr. Clark, majority owner of the WNBF properties, told the Commission he wished to convert his estate into more liquid form and was disposing of the broadcasting and other properties.

Triangle's Roger W. Clipp is to exercise general supervisory control over the WNBF stations, FCC was told. Mr. Clipp is manager of the WFIL outlets. George R. Dunham, station manager of WNBF-AM-TV, will be retained and no other major staff changes are contemplated, the application said.

Among other transfer actions, FCC approved station sales involving WGHF (FM) New York and KWAT Watertown, S. D. (For details see FOR THE RECORD, page 105.)

FCC approved Air Music Inc.'s purchase of remaining 91% in WGHF (FM) for $41,000 from W. G. H. Finch and Frank H. Bottenus. Air Music, owned by Muzak Corp., background music firm, said it proposes to operate at least 36 hours weekly when FCC makes effective its new multiplexing rules, presently stayed pending consideration of a petition by WWDC-FM Washington for modification of the functional music order. Air Music reported net income after taxes of $46,589 in 1953 and $74,064 in 1954.

The Commission approved transfer of control of KWAT to oilman C. W. Murchison through purchase of 41% of Midland National Life Insurance Co., station licensee, for about $2.3 million. He now will hold about 73% of the stock in the insurance firm and has offered to buy the rest.

"How much electricity is there, Dad?"

You can answer that question—as well as Jimmy's dad can.

The answer is pretty clear—there's *plenty* of electricity.

Just look around your house. Electric lights—radio and television—refrigerator, range, washer, dryer, dishwasher, clocks, vacuum cleaner. You'll think of many other electric helpers at work or standing ready.

There's *plenty* of electricity because America's electric light and power companies keep the supply ahead of your needs. Today you're using twice as much electricity as you did in 1945. In 5 or 10 years you'll be using a lot more. The new power plants and equipment to bring you that additional electricity are already being built or on the drawing boards.

This is a good thing to remember when you hear people say that the federal government ought to build more electric power plants. That is unnecessary—and a waste of tax dollars. In addition, government-built power plants present the threat of a socialistic U. S. A.

Last year Americans used almost 475 billion kilowatt-hours of electricity and had an ample margin in reserve. That's about 45% of all the world's total. By 1965 the nation will use twice as much. The electric companies are spending about $3 billion a year for new plants and facilities so you'll always have plenty of electricity.

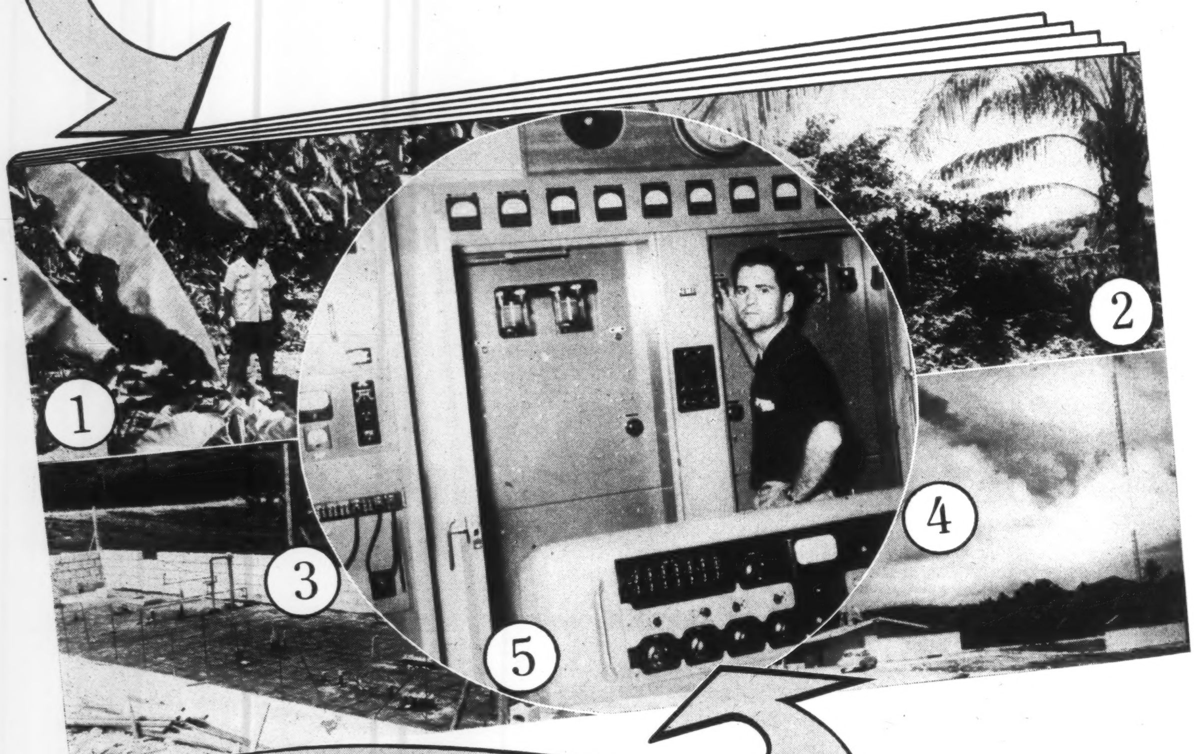
AMERICA'S ELECTRIC LIGHT AND POWER COMPANIES*

*Names on request from this magazine

"YOU ARE THERE"—CBS television—witness history's great events

This is GUAM

They cleared the jungle, (1) and (2), and built a modern radio station, (3) and (4). KUAM, Agana, Guam serves a nearly $100,000,000.00 retail market with a bonus of coverage on 610 Kc. in Saipan and Tinian. First F. C. C. licensed station in the Far East, KUAM programs both local and network in English, Guamanian, Tagalog and Filipino language.



At KUAM is GATES

KUAM is all Gates, (5), and their selection of the big, heavy Gates BC-1F kilowatter is logical for jungle climates. Temperatures high, humidity high and repair parts nearly halfway around the world demands reliability — the reason why more radio broadcasters buy Gates than any other make.

GATES

GATES RADIO COMPANY QUINCY, ILL., U. S. A.

Manufacturing Engineers Since 1922

Houston, 2700 Polk Avenue
New York, 51 East 42nd Street

Washington, D. C., Warner Bldg.
Los Angeles, 7501 Sunset Blvd.
New York, International Div., 13 East 40th St.

Atlanta, 13th & Spring Sts.
Montreal, Canadian Marconi Co.

GOVT. SUIT EXCLUDES RADIO-TV ASSNS.

Justice Dept. complaint charging restraint of trade against such trade groups as American Newspaper Publishers Assn. and the American Assn. of Adv. Agencies does not name broadcasting industry members as parties.

NO radio-tv broadcast association is included in the complaint due to be filed—possibly this week—against the American Newspaper Publishers Assn., the American Assn. of Adv. Agencies and several other media organizations for alleged restraint of trade in establishing a recognition system for advertising agencies [B•T, May 2], Assistant Attorney General Stanley N. Barnes told B•T last week.

"We do not plan to include the NARTB in our complaint," Mr. Barnes, who heads the Justice Dept.'s antitrust division, declared. Mr. Barnes said no radio or tv association was mentioned in the complaint.

The Justice Dept. announced two weeks ago that it would file a civil antitrust suit against ANPA, AAAA and other media associations for establishing a recognition system to grade advertising agencies, and to enforce such requirements as charging 15% commission, prohibiting rebates, and refusing to recognize "house" agencies (established by large advertisers to recover the 15% commission from media.)

Last week, Mr. Barnes told the Senate Antimonopoly Subcommittee that the complaint would be filed "soon." He said that the recognition system injured two classes of businessmen—"ad agencies whose entry into the business was impeded, and advertisers who were prevented from cutting sales costs, if they so desired, by placing advertising directly with newspapers or magazines."

"As a result," Mr. Barnes said, "national advertisers were compelled to pay media the full ad rate, including payment for advertising agency services they did not want and never received."

Bar to rebates, Mr. Barnes said, resulted in price fixing.

Newspaper national advertising is commissionable; retail advertising is not commissionable. Broadcasters, on the other hand, treat as commissionable all time, plus, in many cases, talent and production charges.

There is no recognition system in broadcasting. Although NARTB some years ago recommended that broadcasters adhere to a standard contract form, there was no requirement that it be followed.

A check with several broadcasters indicated that most use their own credit departments to check new agencies seeking to place business with their stations. If the agency has a good credit rating, the station accepts the orders. What happens to the 15% commission does not concern the station, is the attitude of station owners.

Although spokesmen for ANPA two weeks ago indicated it would fight the government's suit, last week Cranston Williams, ANPA executive director, said the association's board of directors never has decided officially what action to take.

The AAAA's general counsel, George Link Jr., has said he was sure the advertising association would be absolved of any violation of the antitrust laws when a trial was held.

Pendency of the suit became known at the ANPA convention in New York two weeks ago. Elisha Hanson, ANPA counsel, told the convention that the government was poised to institute the suit. Attorney General Herbert Brownell then admitted that the suit was in preparation, but said that ANPA, AAAA and others had been invited to a pre-filing conference in the hopes of settling the issues out of court.

3 DISPUTED TV CASES ARGUED BEFORE FCC

Miami, Peoria and Portsmouth-Norfolk contestants present oral arguments. Diversification issue highlights the Miami ch. 7 case.

THREE highly-contested television cases—Miami ch. 7, Peoria, Ill., ch. 8 and Portsmouth-Norfolk, Va., ch. 10—were heard in oral argument before the FCC *en banc* Monday, with mass media diversification being the highlight of the dispute in the Miami proceeding.

At issue in the Miami argument was an initial decision by Chief Hearing Examiner James D. Cunningham favoring Biscayne Television Corp. over the competing bids of East Coast Television Corp., South Florida Television Corp. and Sunbeam Television Corp. [B•T, Jan. 24].

Biscayne represents a merger of Cox and Knight newspaper-radio interests with substantial minority interest being held by Niles Trammell, former NBC president. Cox group owns WIOD Miami while Knight interests have WQAM there. South Florida includes ex-FCC Chairman James Lawrence Fly.

The losing applicants contended the merger of the dominant newspaper and radio interests, plus Mr. Trammell's continuing link with NBC through a consultancy contract, violates FCC's policy to favor diversification of mass media in comparative cases. Biscayne, however, defended the examiner's conclusion that newspaper interests should not be penalized when found superior in other areas such as past performance. Biscayne said Mr. Trammell's agreement with NBC was the usual manner of awarding long service by a top executive and could be terminated by Mr. Trammell at any time.

In the Peoria ch. 8 case, in which Examiner Elizabeth C. Smith favored WIRL over WMBD, the latter protested that the initial ruling failed to give proper weight to the broadcast record and experience of the two principals, Charles C. Caley, two-thirds owner, and John E. Fetzer. Mr. Caley also is 25% owner of WDZ Decatur, Ill., while Mr. Fetzer operates WKZO-AM-TV Kalamazoo, Mich., KOLN-AM-TV Lincoln, Neb., and WJEF-AM-FM Grand Rapids, Mich. WMBD felt its program proposals were "more realistic" than its competitors.

WIRL, however, agrued that the examiner properly favored it on the basis of greater local ownership integration, programming, and diversification. WIRL noted WMBD once had a tv permit and surrendered it in 1949.

In the Portsmouth-Norfolk ch. 10 proceeding, Examiner Charles J. Frederick preferred Beachview Broadcasting Corp. of Norfolk over WAVY Portsmouth and the latter argued its wide ownership among prominent local citizens had been overlooked and constituted a "distinguished" group in "stark contrast" to the background of the two Beachview principals, amusement park owner Dudley Cooper and ex-broadcaster Irvin M. Kipnes.

Beachview protested the "smear" of its chief owners and cited the WAVY group's trustee arrangement. Beachview said the examiner was correct in finding it was to be preferred on the basis of greater integration and industry experience. Beachview charged that the WAVY bid had been promoted by Carl J. Burkland, now a WAVY official, while he was a CBS Spot Sales executive.

KTLA (TV) Drops 'Play Marco' Same Day FCC Issues Order

HOURS after FCC announced its order last Thursday which would require KTLA (TV) Hollywood to show cause why it should not stop its *Play Marco* show, the station announced it has cancelled the tv-bingo program, effective June 4, and is so notifying Caples Co., program syndicator. Co-sponsors of the show are Hoffman Electronics Co. and Jerseymaid Milk Products.

Decision to voluntarily stop the program pursuant to the four-week cancellation provision contained in the station's contract with Caples was announced by Klaus Landsburg, KTLA vice president-general manager, through Washington counsel, Arnold, Fortas & Porter. KTLA was expected to petition FCC Friday to withdraw the cease and desist order and grant regular renewal of license, now continued on a temporary basis.

Although respective counsel for KTLA, Caples and various sponsors have investigated the legal implications of the program both before and after the show went on the air and determined it did not violate any federal or state laws [B•T, March 7], FCC's order last week considered *Play Marco* to be in violation of the lottery provisions of the U. S. Code and Commission rules. Station spokesmen indicated KTLA has been considering dropping the program for some time even though it still believes it to be legal.

N. Y. Supreme Court Bans Photos Without Permission

APPELLATE division of the New York State Supreme Court last week decided that justices in Manhattan and the Bronx must observe a rule banning the taking of photographs in courtrooms without the permission of the higher tribunal.

The decision held that Judge Matthew J. Diserio of the Bronx Children's Court had erred last March when he allowed newspaper and television photographs to be made at an arraignment of nine youths. The rule of the appellate division, as stated, is that "the taking of photographs or broadcasting or telecasting, at any time or on any occasion, whether or not the court is in session, unless permission of the appellate division is first obtained, is forbidden."

Kern to Trade Commission

NOMINATION of William C. Kern, Democrat of Indiana, for a seven-year term as Federal Trade Commissioner succeeding Comr. James M. Mead, a Democrat, whose term is expiring, was sent to the Senate last Thursday by the White House. The appointment would be effective Sept. 26. Mr. Kern, assistant director of the FTC's Bureau of Litigation, would replace Comr. Mead, a former senator from New York.

Sen. Long Introduces Bill Allowing $7 Uhf Tax Credit

SEN. RUSSELL B. LONG (D-La.) last week introduced a bill (S 1898) to allow a $7 tax credit on each tv set "capable of receiving television broadcasts in all of the ultra high frequency channels."

The bill, introduced Wednesday by Sen. Long, a member of the Senate Finance Committee, cannot be acted upon by the Senate since all tax bills in Congress must originate in the House. However, the bill can be added as an amendment to any House-passed tax bill or may be substituted by the Senate Finance Committee for HR 4070, which has been introduced by Rep. Frank Ikard (D-Tex.) and which would exempt all-channel tv sets from the 10% federal excise tax (see story, this page and editorial, page 114).

A spokesman for Sen. Long said the bill was introduced because it represents the sentiments of the Senate Finance Committee during the 83d Congress. He said there is a possibility Sen. Long may "buy" Rep. Ikard's bill if it reaches the Senate. Hearing on the Ikard measure by the House Ways & Means Committee currently is awaiting a report from the Treasury Dept.

The $7 tax credit proposal is equivalent to the provisions of an amendment added by the Senate Finance Committee last year to a House-passed catchall tax bill (HR 6440). The bill died on the Senate calendar [B•T, Aug. 23, 1954]. The $7 tax credit proposal had been added by the Senate Finance Committee after former Sen. Edwin C. Johnson (D-Colo.) had asked for elimination of the 10% excise tax [B•T, May 17, 1954].

Ikard Nudges Treasury For Report on Set Tax Bill

REP. FRANK IKARD (D-Tex.) said last week both he and the staff of the House Ways & Means Committee, of which he is a member, again have written the Treasury Dept. for report and reactions on Rep. Ikard's bill (HR 4070) to exempt all-channel tv sets from the 10% federal excise tax. Rep. Ikard said he asked for Treasury Dept. reactions when he first introduced his bill [B•T, Feb. 21].

The Texas Democrat said he asked the Treasury to expedite the report and hopes to have an answer in a week, and that the Ways & Means Committee then can bring the bill up for consideration. A report from the Treasury Dept. is standard procedure on tax bills.

Rep. Ikard said he expected the Treasury to report around $100 million loss in revenue from removal of the tax, but said he believed the enacted bill will pay for itself in the long run by enabling growth of new sources of taxable revenue (uhf stations, etc.) over a period of years. He said more and more interest is evident in the proposal in both houses of Congress, that he is "pleased" with interest shown and that he hopes Treasury can "get behind us" so the committee can "go ahead with hearings."

Stations Say Private Relays Are Better Than AT&T Plan

AT&T's off-the-air pickup service for tv stations [B•T, March 7] sounds attractive, but it would be better to permit stations to own their own intercity relays if that is more economical.

This is what telecasters told the FCC last fortnight in answer to the Commission's request for comments on the AT&T proposal [B•T, April 4].

In answer to requests by Radio-Electronics-Television Manufacturers Assn. and NARTB, the Commission extended the deadline for filing comments on this subject from April 29 to May 20. Replies will be due May 31.

In detailing the differences in costs, WGLV (TV) Easton, Pa., declared that the full cost of direct interconnection via common carrier would be $4,000 per month. If the new off-the-air AT&T proposal reduces that by half, to $2,000, that is still overpriced compared to the $475 per month the Easton station spends on its own relay.

A similar analogy was made by KDUB-TV Lubbock and KPAR-TV Sweetwater, both Texas. Half of the AT&T's direct interconnection would amount to $3,060 a month, the stations said, compared to $450 a month for their own facilities.

WTTV (TV) Bloomington, Ind., urged that the FCC permit the telecaster to choose the method he wants to use, and KFXJ-TV Grand Junction, Colo., iterated its support for the FCC proposal which would permit tv owners in distant markets to build and operate their own microwave systems [B•T, Nov. 15, 1954].

S. F. to Portland Relay Gets Approval of FCC

FCC has approved a $4 million Pacific Telephone & Telegraph Co. microwave relay system between San Francisco and Portland, Ore., which will supplement existing tv facilities into the northwest region. The system, when completed in about two years, will constitute an unbroken microwave relay including San Diego, San Francisco, Portland, Spokane, and Seattle. The new radio relay leg will have dropoffs at Medford and Eugene, Ore., for tv station service.

At the same time, two applications for privately-owned common carrier microwave facilities were filed with the FCC to feed tv signals to community tv systems.

The Hualapai Peak Carrier Co., Kingman, Ariz., asked permission to construct a receiving-transmitting antenna atop Hualapai Peak and feed Arizona, California and Nevada tv signals to community systems in Kingman and in Needles, Calif. Cost was estimated at $37,460, with monthly charges to be $800.

Charles L. Adam, under the name of Teleview Networks, Sheridan, Wyo., asked to be permitted to construct a receiving-transmitting antenna atop Cloud Peak to feed Billings, Mont., signals to community systems in Sheridan and Buffalo, Wyo. Cost was estimated at $9,500, with a monthly charge of $650.

KTVU (TV) Stockton Quits

KTVU (TV) Stockton, Calif., notified the FCC last week that it ceased operating on ch. 36 April 30. The station was affiliated with NBC, claimed 120,000 uhf sets in its market. It is owned by Browen Industries, publisher of *Fontana Herald News, Richmond Independent* and the weekly *La Mesa Scout,* all California. Suspension of KTVU left ch. 13 KOVR (TV) as the only Stockton outlet on the air. Financial problems were blamed for suspension.

Florida Tax Relief Bill Moves

A FLORIDA House committee on county and municipal government has approved and sent to the floor a bill exempting radio and television stations from state, county and municipal occupational taxes. The bill, which would go into effect next Oct. 1, passed the committee April 26.

NATS LAUNCHES DRIVE FOR UHF, VHF MEMBERSHIP

GE-National Telefilm organization, designed to aid low income tv stations, encourages station managers to join.

NATIONAL Affiliated Television Stations Inc. is launching a promotional drive this week to attract foundering uhf and vhf television stations to its membership.

The campaign is being touched off by a mail piece to station managers in which the claim is made that two-thirds of all post-freeze tv stations in the U. S. are losing money, and their salvation may lie in NATS membership, which will provide outlets with a national sales force, programming, financial aid and management counsel.

NATS was formed last March by the General Electric Co. and National Telefilm Assoc., tv film production and distribution company [B•T, March 21]. The organization was set up to assist uhf and vhf stations to operate more profitably. Officers of NATS are Joseph Justman, chairman of the board; Ely Landau, executive vice president; Olivar Unger, vice president, and Berman Swarttz, secretary-treasurer. Richard Doherty is director of management services and Glen Lord of GE is liaison representative.

The letter states that the NATS sales organization will work independently and also in collaboration with national sales representatives, to sell whole blocks of stations. It adds:

"Nearly $4 million is being spent by local sponsors in all media advertising. Television stations, by and large, are just not cracking this advertising volume. Better programming, better promotion, and better sales effort are the essential ingredients for better local selling. NATS is geared to help its members on these problems."

The presentation follows a talk by Mr. Doherty April 29 before the Pennsylvania Assn. of Broadcasters, in which he warned that tv station operators face a risky future. He pointed out that two-thirds of the post-freeze tv stations (vhf and uhf) are losing money and said the outlook is not promising.

In this connection, he observed that 1955 expenditures will be at least 150% greater than in 1952, but emphasized that the number of operating stations currently is 300% greater than in 1952. Stations have increased out of proportion to tv advertising outlays even though television broadcasting is America's "strongest growth" industry, according to Mr. Doherty.

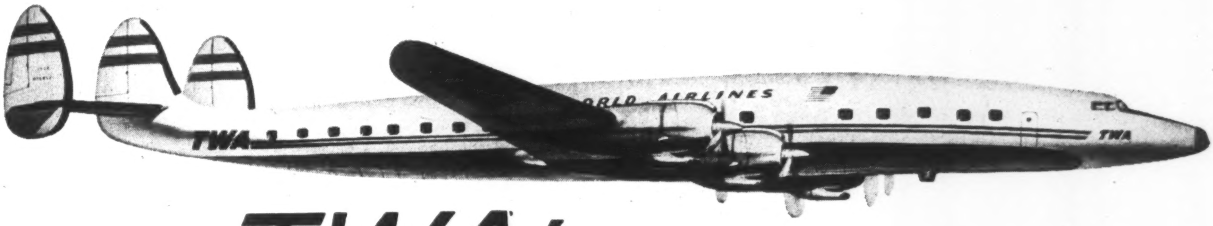
In the face of this uncertain outlook, Mr. Doherty continued, television requires "creative management, smart programming and alert selling."

Bums for Pay-See

WALTER O'MALLEY, president of the Brooklyn Dodgers, last week indicated that Dodger baseball games will be carried to fans via pay-as-you-see tv for about 50 cents a game if the FCC authorizes toll tv.

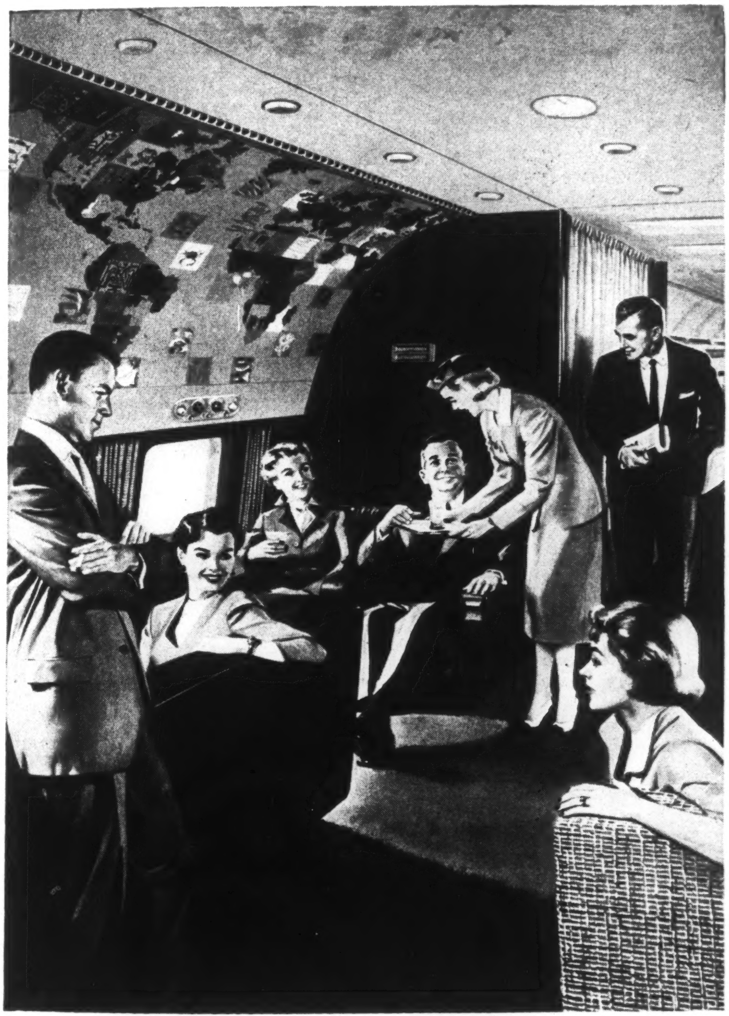
Mr. O'Malley noted that as long as two years ago, he had advanced the possibility of using subscription tv. Sources close to the Dodgers reported that the club is faced with declining attendance this season despite the current winning record of the league-leading National League team.

DISCOVER A NEW HIGH IN AIR TRAVEL...



TWA's great new SUPER-G CONSTELLATIONS

NEWEST, QUIETEST, MOST LUXURIOUS AIRLINERS IN THE SKIES TODAY!



Created by Lockheed especially for TWA!

Powered by newest Turbo-compound engines!

Interiors by Henry Dreyfuss, world-famous designer!

Here's a combination of unsurpassed luxury and outstanding speed never before dreamed possible—TWA's new Super-G Constellation!

There's a richly decorated lounge for pleasant conversation; four spacious cabins; extra-large lean-back chairs, and many other luxurious features. At mealtime you'll be delighted by each course of a delicious de luxe dinner. And any time at all you can enjoy your favorite drink—champagne, scotch, bourbon, or cocktails, all complimentary, of course.

Now operating non-stop between New York and Los Angeles, Super-G service will soon be extended to key cities coast to coast. Be among the first to try the incomparable new TWA Super-G Constellations.

For reservations, see your TWA travel agent, or call TWA, Trans World Airlines.

MEET FELLOW PASSENGERS in the fashionable "Starlight Lounge." Relax in deep-cushioned sofas, enjoy your favorite drink from TWA's complete beverage service at no extra cost.

Fly the finest... **FLY TWA**

TRANS WORLD AIRLINES

U.S.A.·EUROPE·AFRICA·ASIA

Mayoral Sets Plans For Uhf Development

Owner of uhf WJMR-TV New Orleans plans boost to maximum power plus revitalization of now-suspended uhfs in Mobile and Houston.

PLANS to underwrite $640,000 for uhf in New Orleans, Mobile and Houston were announced last week by George A. Mayoral, executive vice president of Supreme Broadcasting Co. (WJMR-TV New Orleans).

Mr. Mayoral and fellow stockholder Chester F. Owens, New Orleans attorney and real estate developer, are betting on uhf in this way:

Around June 1, WJMR-TV will boost its power from 100 kw to 1,000 kw when the present ch. 61 CBS outlet there moves to ch. 20. It was authorized by the FCC to move down the uhf band last February. WJMR-TV expects to double its present 40-mile radius to 80 miles, blanketing the flat New Orleans area. GE's 1 megawatt transmitter will be used at a cost of $350,000.

The New Orleans company is buying the ch. 48 construction permit of WKAB-TV Mobile, Ala., by assuming a $200,000 obligation to GE for equipment. The Mobile station will be operated as a satellite to the New Orleans station through the use of a single hop microwave relay to cover the 110-mile distance between the two cities. The WKAB-TV call letters will be changed to WMRC-TV and it will be operated with 400 kw. WKAB-TV began operating late in 1952, suspended operation in the summer of 1954. Target date for putting the station back on the air is June 1.

The third move by the New Orleans duo is the purchase of a 30% interest in ch. 39 KNUZ-TV Houston. To be established is a Supreme Broadcasting Co. of Texas, which will be 30% owned by the New Orleans company and 70% by KNUZ-TV Inc., the present licensee. KNUZ-TV Inc. is owned by Max Jacobs and David H. Morris. KNUZ-TV began operating in the fall of 1953 and suspended in the early summer of 1954. The plan is to put KNUZ-TV back on the air this fall with 400 kw, under co-management of Messrs. Mayoral and Morris.

The New Orleans, Mobile and Houston stations will be programmed one hour a day in Spanish for the Latin American population of those cities. The stations will be part of National Affiliated Television Stations Inc., which will feed films and kinescopes to them. NATS is the GE-National Telefilm Assoc. venture to bolster lagging tv stations, both uhf and vhf [B•T, March 21].

There are only two maximum power uhf stations operating. They are WBRE-TV and WILK-TV, both in Wilkes-Barre, Pa. In addition to WJMR-TV, the Storer-owned ch. 27 KPTV (TV) Portland, Ore., is scheduled to increase to maximum power this summer, with RCA equipment due early in May.

Messrs. Mayoral and Owens also are extending into Puerto Rico.

They have bought a 30% interest in ch. 5 WORA-TV Mayaguez for $40,000. This will be operated as a satellite of ch. 2 WKAQ-TV San Juan beginning Sept. 1. WKAQ-TV is owned by Angel Ramos, publisher of the *San Juan El Mundo*. WORA-TV will be owned by a newly formed Supreme Broadcasting Co. of Puerto Rico, which will be 30% owned by the New Orleans interests and 70% by its present licensee, Radio Americas Corp. (Alfredo Ramirez de Arellano). When this is consummated, the New Orleans group will drop its pending application for Mayaguez' ch. 3.

The New Orleans principals also are filing applications for ch. 11 in Caguas, with 30 kw; and ch. 7 in Ponce, with 5 kw, both in Puerto Rico, spending $90,000 to build at Caguas and $60,000 at Ponce.

They also are negotiating to buy 60% of ch. 4 WAPA-TV San Juan, P. R. The other 40% would be owned equally by Goar Mestre, owner of CMQ-TV Havana and related Cuban stations, and Jose Ramon Quinones, present WAPA-TV owner.

PHOENIX
45th*
metropolitan market
in population and retail sales
ARIZONA

NOW INCREASING IN POPULATION
BY AN ESTIMATED 1,000 FAMILIES A MONTH

Phoenix area's current population (475,000 as of January 1) is expected to be increased by 400,000 additional residents in the next ten years.

All these new residents will need homes, cars and clothing . . . they'll buy food and furniture, radios and TV sets, gifts and garden tools . . . they'll patronize restaurants, theatres and resorts. In short, this area's mushrooming population makes it an INCREASINGLY receptive market for YOUR product!

Tell YOUR sales story the result-getting way, over KPHO and KPHO-TV . . . dominant first-choice of advertisers who seek a growing "family" market!

SOLD ~~reached~~ most effectively through . . .

KPHO-TV and KPHO

Channel 5
First in Arizona since '49

Dial 910 • ABC Basic
Hi Fidelity Voice of Arizona

YOUR MEREDITH STATIONS

AFFILIATED WITH BETTER HOMES and GARDENS • REPRESENTED BY KATZ

John C. Mullins Assumes Presidency of KBTV (TV)

JOHN C. MULLINS of Tulsa, Okla., who earlier this year purchased KBTV (TV) Denver [B•T, Feb. 14], has assumed the presidency of licensee Tv Denver Inc. and has moved the focal point of his activities to Denver to devote a major amount of time to KBTV at the policy level. No immediate staff changes are contemplated, he announced. He said the station plans to develop local talent and with the addition of new ABC-TV programs in the fall and summer will bring viewers "the best available television entertainment."

MR. MULLINS

Mr. Mullins, who purchased KBTV with Frank Leu, Nashville insurance broker, from W. D. Pyle and associates, is former majority stockholder in KPHO-AM-TV Phoenix, Ariz., which he sold to Meredith Publishing Co. in 1953. Mr. Mullins currently is negotiating for the purchase of a second tv station.

Advertisement

After 29 years of searching...

Oilmen Open New Frontier in North Dakota

by NORMAN BRUNSDALE,

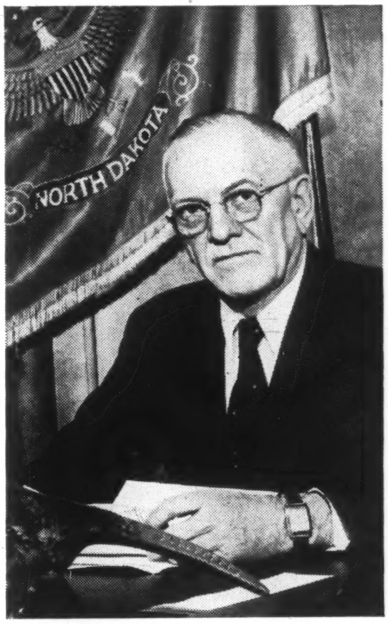
Governor of North Dakota

For almost 30 years I heard about oil in North Dakota. The only trouble was that nobody had been able to find it. During this time many oil companies and individual operators had leased land and drilled wells. But each attempt failed—ending always in a costly "dry hole."

That's the first lesson I learned about American oilmen—they just won't quit! After 29 years of searching, their persistence finally paid off in the spring of 1951. An oil company brought in a successful well near Tioga in Williams County. North Dakota had become America's 27th oil-producing state.

Right away, scores of companies, large and small, began to compete for drilling rights throughout the state. The competition was terrific—in no time at all, over half of North Dakota's farmland was leased to various oil companies.

Widely-spaced derricks soon began to dot our wheat fields. And today, only 4 years after the first discovery, North Dakota boasts 3 major fields and 19 small fields. These fields have already contributed over 13 million barrels to America's oil supplies.



Norman Brunsdale has been governor of North Dakota since 1951—the year oil was discovered in his state. He has been able to observe first-hand how America's oilmen open a new frontier—how oil discoveries affect a state and its people.

* * *

Oil has been good to our state. It has given us a "second crop." Before oil, our prosperity depended on how the weather treated the wheat. Now oil lease and production revenues give our farmers more security—even during bad wheat years. Actually, all Americans benefit from the North Dakota oil discoveries, because our oil fields promise to make a sizable contribution to future U. S. oil reserves.

Strangely enough, oilmen have benefited least from North Dakota's oil. That's because, out of the 295 "wildcat" wells drilled in unproven areas, *only* 22 were oil producers—the other 273 were "dry holes." To date, oil companies have invested over 200 million dollars in our state. I know that it will be a very long time before they realize a profit on that huge investment.

But oilmen accept the tough odds inherent in their business because they know that, under America's competitive system, profits can be made if a reasonable amount of success is attained.

If you want powerful proof of how well this competitive business system of ours works, just remember the oil industry's fine record in North Dakota.

This is one of a series of reports by outstanding Americans who were invited to examine the job being done by the U. S. oil industry. This page is presented for your information by The American Petroleum Institute, 50 West 50th Street, New York 20, N. Y.

Perkins, Dirks Elected To Top KTIV Tv Co. Posts

ELECTION of officers of KTIV Television Co. (KTIV [TV] Sioux City, Iowa), following purchase of one-half interest by Perkins Bros. Co., operator of KSCJ there [B•T, March 14], has been announced by the company.

W. R. Perkins, president of Perkins Bros., has been named chairman of the board and Deitrich Dirks was elected president. Mr. Dirks sold one-half interest in the ch. 4 station for $160,000 to Perkins Bros. Co. pursuant to merger agreement whereby Perkins withdrew its bid for ch. 4.

Other officers are Eugene T. Flaherty, executive vice president; Duane Kidder, vice president; Elizabeth Sammons, treasurer, and Carlton M. Corbett, secretary. Elected to the board of directors in addition to the officers were William Klinger and Henry Shull.

Whittenburgs Take Over Amarillo, Lubbock Stations

CONTROL of the Globe News Publishing Co., licensee of ch. 4 KGNC-TV and controlling stockholder of KGNC Amarillo and KFYO Lubbock, both Texas, was taken over by Roy R. Whittenburg and family with the filing last week of an applicant seeking FCC approval of the transfer.

The Whittenburg family owns about 35% of the Globe News Publishing Co. at present. With the purchase of 64,375 additional shares of stock, at a price of $60 per share ($3.8 million), the Whittenburg family will own 92% of the publishing company.

Transfer is actually to the Panhandle Publishing Co., publisher of *Borger* (Tex.) *News-Herald,* and the trustees of the E. F. Fagg estate.

The Globe News Co. publishes the *Amarillo News* and *Globe-Times* and owns the Avalanche-Journal Publishing Co., publisher of the *Lubbock Avalanche* and *Journal.*

KGNC operates with 10 kw on 710 kc. It is represented by Katz Agency, as is KGNC-TV. KFYO operates with 5 kw day, 1 kw night on 790 kc. It is affiliated with CBS and also is represented by Katz Agency. KGNC and KFYO are NBC affiliates,

WABC-TV Sales Chief Trevor Adams Jr. Dies

FUNERAL services were held Wednesday at New Rochelle and Larchmont, N. Y., for John Trevor Adams Jr., 37, WABC-TV New York sales director, who died May 1 of a heart attack at his Larchmont home.

Mr. Adams had been associated with ABC since August 1951 when he had joined WJZ-TV (now WABC-TV) as general manager. In January 1953 he was named sales director.

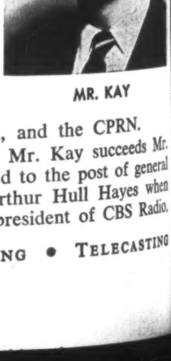
MR. ADAMS

His entire business career was in the radio-tv field. Before he joined WABC-TV, he was with the DuMont Television Network and WABD (TV) New York as assistant director of sales (March 1949-August 1951).

Surviving are his widow, Ruth Higgins Adams; a son, Timothy Adams; two sisters, a brother and his parents. J. Trevor Adams Sr. at one time was partner with his son in a radio representative firm.

Roland Kay Appointed KCBS Sales, Adv. Head

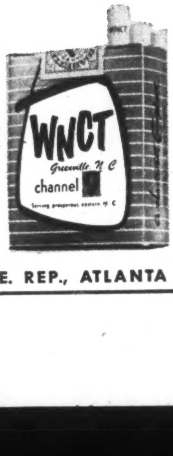
APPOINTMENT of Roland Kay, San Francisco manager of CBS Radio Spot Sales, as director of sales and advertising for KCBS San Francisco, CBS o&o station, was announced last week by Jules Dundes, newly named general manager of the station [B•T, April 25]. Mr. Kay has been with the network since 1943. Before his San Francisco assignment, he was an account executive for CBS Radio Spot Sales in New York and Chicago. He was also a New York representative for KNX Los Angeles, and the CPRN.



MR. KAY

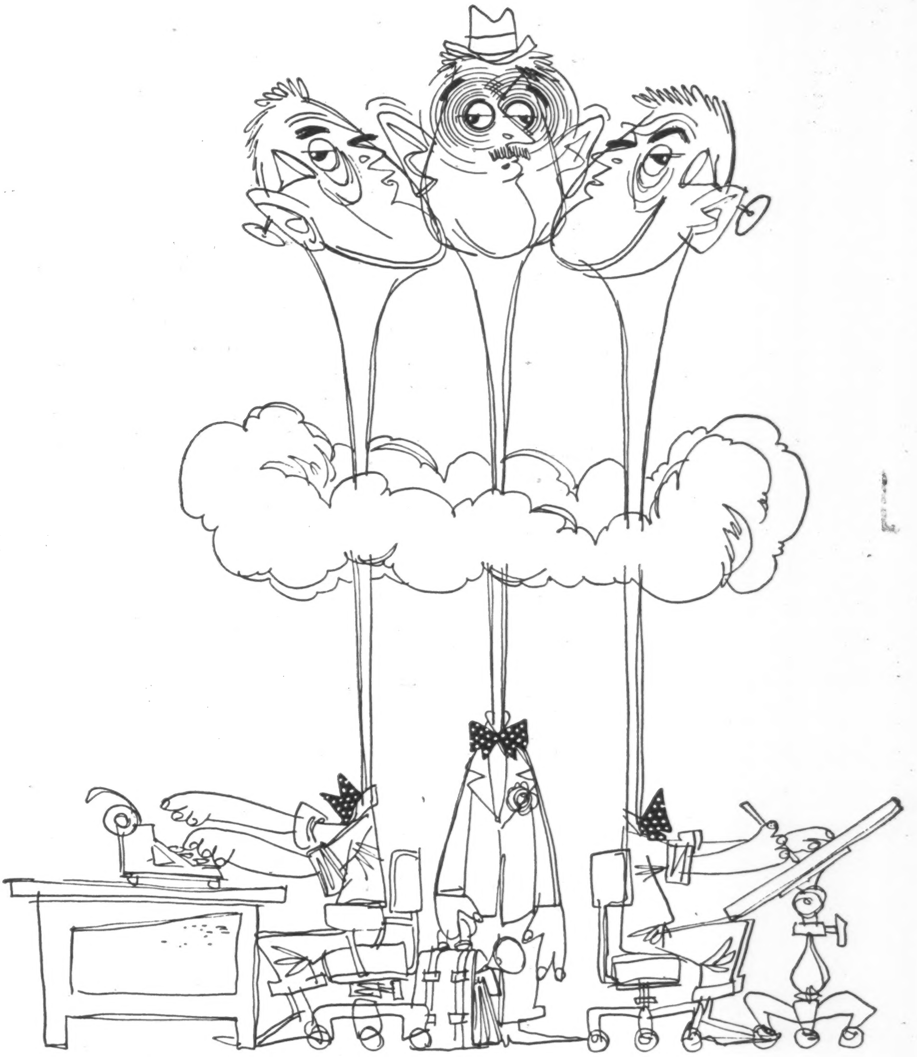
In his new position, Mr. Kay succeeds Mr. Dundes who was named to the post of general manager succeeding Arthur Hull Hayes when the latter was named president of CBS Radio.

The only television station covering all of prosperous eastern Carolina



PRIMARY CBS AFFILIATE **WNCT** Greenville ★ N. C. channel 9

100,000 watts full time
A. Hartwell Campbell, Gen. Mgr.
JOHN E. PEARSON CO., NAT'L. REP. • JAMES S. AYERS, S.E. REP., ATLANTA



Did you up periscope?

You certainly did—and you can surface now. And for all the hundreds of Advertising Council campaigns you've launched since Pearl Harbor, you deserve a WELL DONE. The results on just the four below show a clean sweep. For a group of volunteers—agency account men, writers, artists and media people—you are a staunch crew. You have helped torpedo some of America's pressing problems and brought the Ship of State through some rough waters. But the Ship is not in port yet, so stand by.

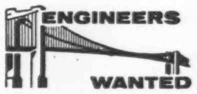
PUBLIC SERVICE
ADVERTISING COUNCIL

Encouraged all Americans to attend church or synagogue of their choice by appealing to parents through their children.

THE MIRACLE OF AMERICA

Explained how our American system of free enterprise grew and how the U.S. standard of living became the highest.

Warned people not to gamble with fire. Created Sparky to interest and educate children in fire prevention.



Stimulated youngsters in high school to prepare for rewarding careers in engineering and science.

The Advertising Council, Inc., 25 West 45th Street, New York 36, N. Y.

it's a matter of record!

WCUE spins more pop platters, more often; plays the sweetest music, all day long. WCUE gives the home folks more news, more often; reports on their neighbors, brings the whole world into their homes. You're right on CUE . . . it's a matter of record.

more **MUSIC**
more **NEWS**
more **OFTEN**

WCUE
Akron's only independent —we're home folks
TIM ELLIOT, *President*

John E. Pearson Co., National Representatives

out-selling . . . out-performing

ALL OTHER TV FILM SYSTEMS

the **54***th*

DUMONT® multi-scanner

installed at **KDKA-TV**

Pittsburgh, Pennsylvania

WCBS-TV Sets Rate Card 15; One Hour Class AA, $6,500

WCBS-TV New York last week put into effect its new rate card No. 15 which increases rates for Class AA station time by approximately 8% and Class AA announcements by about 13%. The rate card also institutes varying increases for other classifications of time.

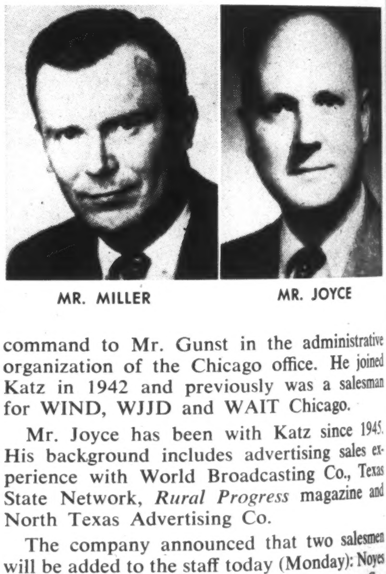
New one-hour Class AA rate is $6,500 for a 1-25 week contract, as compared with $6,000 on the old rate card; half-hour is $3,900 as against $3,600 on rate card 14, and quarter-hour, $2,600, as compared with $2,400. On Class AA announcement, new rates for 20-second station breaks or one-minute spots on sound film for 1-25 weeks are raised to $1,700 from $1,500 and for 10-second shared station identifications to $850 from $750 under the old rate card.

Sam Cook Digges, general manager of the station, said the days per week discount has been eliminated except where special rates for three or more times per week exist on certain participation programs and special features. He added that the consecutive weeks discount has been "substantially liberalized" to a new maximum of 20% for Classes B, C, and D time.

Katz Promotes Miller, Joyce; Adds Two Salesmen

APPOINTMENTS of Roy Miller and William W. Joyce to the newly-created, respective posts of midwestern radio sales manager and midwestern sales manager for television of The Katz Agency Inc., station representatives, were announced last week by Gerald H. Gunst, a vice president of The Katz Agency.

In addition to serving as midwestern radio sales manager, Mr. Miller will be second-in-command to Mr. Gunst in the administrative organization of the Chicago office. He joined Katz in 1942 and previously was a salesman for WIND, WJJD and WAIT Chicago.



MR. MILLER MR. JOYCE

Mr. Joyce has been with Katz since 1945. His background includes advertising sales experience with World Broadcasting Co., Texas State Network, *Rural Progress* magazine and North Texas Advertising Co.

The company announced that two salesmen will be added to the staff today (Monday): Noyes F. French, formerly with the Branham Co., who is assigned to the Chicago office, and Kevin A. McDermott, recently with Henningsen Inc., who joins the New York staff.

Wyse-Rickard Nuptials

MARRIAGE of Mrs. Bess Marsh Wyse, owner of KWBW Hutchinson, Kan., and stockholder in KTVH (TV) there, and John Kenneth Rickard, sales representative for Northwestern Life Insurance Co., took place April 28 in Austin, Tex. Mr. and Mrs. Rickard will reside in Hutchinson.

AFTER a dinner sponsored by the Krey Packing Co. of St. Louis, celebrating its co-sponsorship with Anheuser-Busch Inc. (Budweiser beer) of the 77-road game schedule of the St. Louis Cardinals, to be telecast over ch. 36 KTVI (TV) St. Louis, the principals get together. L to r: John D. Scheuer Jr., executive vice president-general manager of KTVI; Oscar Zahner, vice president of Ruthrauff & Ryan, Krey agency, and John Krey Stephens, vice president of the packing company. Interest in the telecasts prompted an order for 50,000 uhf converters from a single St. Louis tv distributor, KTVI reports.

Tito New Natl. Sales Mgr. For Vic Diehm Stations

PROMOTIONS and additions at WAZL Hazleton, Pa., have been announced by Victor C. Diehm, WAZL president-general manager and head of the Vic Diehm Assoc. Stations (WVDA Boston; WIDE Biddeford, Me.; WHOL Allentown, Pa.; WHLM Bloomsburg, Pa., and WAZL).

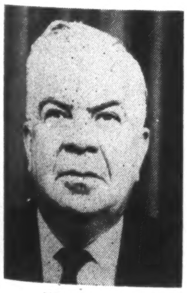
Thomas A. Tito, WAZL sales manager, has been named national sales manager for that station and others in the group. He is succeeded by Robert J. Sacco, formerly assistant sales manager. Mrs. Addison Griggs of Hazleton, has been added to the station sales staff, and Miss Pepitsa Karvounis has been named sales secretary.

The station has acquired more space at its location in the Hazleton National Bank Bldg. to accommodate the expanded sales staff.

Gavin Heads WDSM Sales

TOM GAVIN, radio-tv executive for 26 years, has been appointed general sales manager of WDSM-AM-TV Duluth, Minn. (Superior, Wis.), Rodney Quick, vice president and general manager, has announced.

Mr. Gavin formerly was station manager of WIRL Peoria, Ill., and before that was manager of a regional radio network in northern Minnesota and Wisconsin.



MR. GAVIN

Advertisement

From where I sit
by Joe Marsh

Thankful for those "Noisy Neighbors"

A recent news story about an Air Force base and the townspeople who live near it illustrates a point I've been trying to make for a long time.

The local people petitioned the Air Force to move the base to another town. They complained that the roar of those jets overhead was getting to be irritating and upsetting.

The Air Force countered by inviting all the petitioners to the field to explain why the base was important to the defense of the community. As a result, the people decided that jet noise is really a welcome noise—and all petitions were dropped.

From where I sit, we all have a job to do in this world, military men and civilians alike. Naturally our ways of working are often quite different—just as our tastes and habits differ. For instance a hot-shot pilot is traditionally a round-the-clock coffee drinker . . . while I prefer just an occasional quiet glass of beer. But it's a "plane" fact, the community needs the services of both of us.

Joe Marsh

Copyright, 1955, United States Brewers Foundation

$40,100 in Contributions Saves KEAR's Music Format

LOVE of good music and a loyal audience are the reasons KEAR San Francisco gives for the station still airing a format of classical music. After the station's financial resources had been exhausted following numerous difficulties, it made an appeal to its audience March 7 for $25,000, stating it would be forced to give up its good music policy and revise its format toward a more commercial type of operation if the amount was not collected by April 1. By March 31, KEAR reports $40,100 had been collected, all with no strings attached.

Until recently KEAR was located in San Mateo, about 20 miles south of San Francisco, and being a fringe station in competition with 17 Bay Area radio outlets, it programmed only classical music. On Oct. 5, 1954, engineers and announcers staged a walkout over a wage dispute and other issues. It was impossible for KEAR to meet union demands as it was operating at a loss, according to it. The strike lasted four months, during which time supervisory personnel manned double duties. It ended Feb. 2, the same day the FCC granted KEAR's two-year-long request for a change in location to San Francisco.

By this time, crippled by the strike and higher operating costs, the station's financial well had run dry. Its sales staff had been released during the strike and there were no funds to hire a new one. KEAR management, depending on the loyalty of its audience, then decided to air an appeal and thus continues to program classical music and is "well on the road to success as a commercial radio station."

In WIBW-TV-Land
$65,000,000 BUYING POWER
From corn alone

. . . and that's only 5% of total buying power within our 100 uv line!

WIBW-TV exerts tremendous influence over the spending of this wealth. Our advertisers get the benefit of all the loyalty and confidence built up by our big brother, WIBW, over a period of nearly 30 years. We're reaching into 153,744* big-buying TV homes with the kind of entertainment we **know** they like and the kind of selling we **know** they understand and respond to.

A call to your Capper man will show you how to harness this $1.3 billion market at an unbelievably low cost-per-thousand.

* 3/1/55—excluding urbanized Kansas City and St. Joseph, Mo.

WIBW-TV
SEE YOUR Channel 13 VHF CAPPER MAN
The Kansas View Point

CBS-
DUMONT-
ABC

TOPEKA, KANS.
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City

Rep: Capper Publications, Inc.

Cincinnati Stations Unite To Weed Out Deceptive Ads

TO PREVENT the broadcast of "misleading or deceptive advertising," Cincinnati's eight radio stations and three tvs have joined forces to conduct their own screening program.

In making the announcement, which was in the form of a written statement signed by operators of the 11 stations, the broadcasters said they would welcome assistance from all interested organizations and the public in the campaign to stamp out what is commonly referred to as "bait-and-switch" advertising.

The statement said in part: "We ourselves will screen all advertising prior to our acceptance of it for broadcasting and will reject any copy which does not meet the standards which we have established. A copy of these standards is on file in the sales departments of our respective stations and may be examined at any time. . . ."

The statement was signed by Robert Rounsaville, WCIN; Charles A. Topmiller, WCKY; Mort C. Watters, WCPO-AM-TV; Hulbert Taft Jr., WKRC-AM-TV; John Murphy, WLW-WLWT (TV); James Lang, WNOP; Sherwood R. Gordon, WSAI, and Arthur Eilerman, WZIP.

WABD (TV) Plans to Telecast Production Now on Broadway

IN his first major programming move at WABD (TV) New York, Ted Cott, general manager of DuMont's owned-and-operated stations, last week completed arrangements to place a one-hour version of a Broadway revue on WABD this Thursday (7:30-8:30 p.m. EDT).

The production to be telecast is "Shoe String Revue," which opened to critical acclaim but has had waning audiences and is scheduled to close on Saturday. Mr. Cott believes that "this exposure will give the show a new lease on life." He observed that this will be "one of the few times in tv history that a station will air a Broadway production while it is still playing."

KFXM San Bernardino Sold for $150,000-Plus

SALE of 1 kw KFXM San Bernardino, Calif., to a group of local businessmen for a sum exceeding $150,000 was announced last week by Eugene W. Lee, president, Lee Bros. Broadcasting Corp., station owner. Sale is subject to FCC approval.

Entire stock of Lee Bros., jointly owned by Mr. Lee and Mrs. J. Clifford Lee, was purchased by an new group, to be known as KFXM Inc. Willard R. Hasbrook, general manager, KFSD San Diego, will be president-general manager.

WNEW Signs Gene Klavan

WNEW New York disc jockey Gene Klavan has been signed to a five-year exclusive contract with the station that will bring him an estimated $500,000, it has been announced by Richard D. Buckley, owner-manager of WNEW. Signing of Mr. Klavan, Mr. Buckley said, brings all of WNEW's major personalities under long-term pacts. These include Mr. Klavan's partner, Dee Finch, as well as Jerry Marshall, Art Ford and Lonny Starr.

HEMISPHERIC TV NETWORK FORESEEABLE—QUINONES

Advancement of tv in Latin America offers greatest hope for strengthening ties between western hemisphere nations, Jose Ramon Quinones, president of WAPA-TV San Juan, P. R., believes.

THE ADVANCEMENT of television in Latin America offers the greatest hope for strengthening economic, cultural and spiritual ties of the nations in this hemisphere, according to Jose Ramon Quinones, president of WAPA-TV San Juan, P. R. WAPA-TV was host to leading international advertising agencies April 3-May 2 in conjunction with the first anniversary of the station.

"A continental tv network, linking North, Central and South America, as well as the Caribbean, is a definite possibility in the foreseeable future. When we observe the powerful impact television has had on the public of Puerto Rico in one short year, as well as in Cuba, Brazil and the United States, we cannot help but feel a sense of awe at the potentialities of telecasts on a hemispheric scale," Mr. Quinones said.

The international agency delegation, which places over $100,000,000 in foreign markets, included Shirley F. Woodell, vice president of J. Walter Thompson Co., New York; Arthur L. Grimes, associate director of McCann-Erickson Inc., New York; Paul R. Krumming, president of National Export Advertising Service Inc., New York; Harold E. Weinholtz, Young & Rubicam, New York; Joseph L. Palmer, president of Foreign Advertising & Service Bureau, New York; Robert F. Kendall, vice president of Gotham Advertising Co., New York; Daniel C. Kaufherr, vice president of Irwin Vladimir & Co., New York, and Richard W. Battan, vice president of Robert Otto & Co., New York.

Goar Mestre, president and the general manager of CMQ-AM-TV Havana and television networks in Cuba, also attended the WAPA-TV festival. He is minority stockholder of WAPA-TV.

Al M. Martinez, the executive vice president of the Caribbean Networks, representatives of WAPA-TV in New York, directed the international delegation through the ultra modern WAPA-TV plant, which cost approximately $650,000, exclusive of land. Mr. Martinez pointed out that the growth of tv in metropolitan San Juan in one year exceeded 75,000 sets. An average of 6,300 new sets are being purchased each month, he said.

WAPA-TV is owned and operated by Jose Ramon Quinones, who also is first vice president of the Inter-American Broadcasting Assn. The station operates on ch. 4 with 56.2 kw. Its Lehigh tower, with a six-bay antenna, rises 291 ft. above sea level.

Delfin Fernandez is the general manager of WAPA-TV; Jose Franco, program director; Howard Hayes, formerly with WTOP Washington and WPIK Alexandria, Va., chief engineer; Frank Quinn, technical supervisor, and Mariano Angelet, sales manager.

Color Film in West Virginia

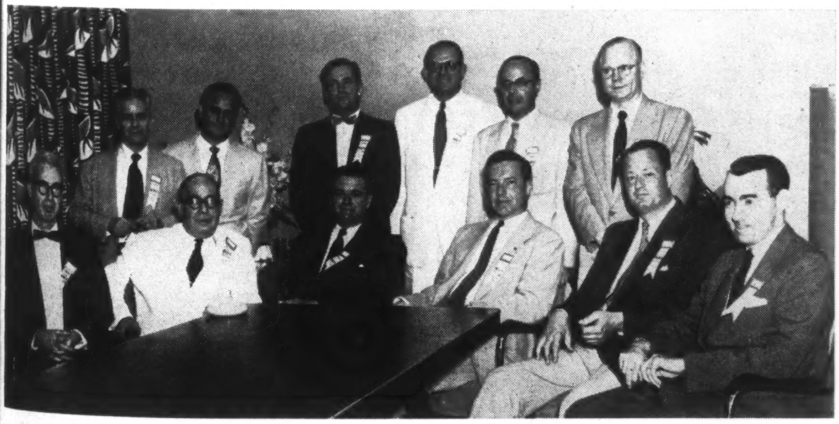
TWO West Virginia tv stations have reported their first use of color film. WSAZ-TV Huntington (ch. 3) April 29 presented its first local film colorcast featuring *I Led Three Lives,* sponsored by Falls City Brewing Co., Louisville. WCHS-TV Charleston (ch. 8) April 26 telecast in color the *Cisco Kid* program, sponsored by Evans Super Markets.

KGBT-TV Goes to 100 Kw

ADDITION of a 35 kw GE amplifier has raised ch. 4 KGBT-TV Harlingen, Tex., to maximum power of 100 kw, the station has reported. KGBT-TV started Oct. 4, 1953, with 13 kw ERP. Troy McDaniel, general manager of the station, reports the power increase, which became effective on April 4, has given the station a much stronger picture throughout the Lower Rio Grande Valley.

WSB-TV Claims Color 'First'

A closed-circuit color tv program, originating in the studios of WSB-TV Atlanta and produced by station personnel, was the highlight of a dinner given on April 25 by the Protestant Radio & Television Center there. WSB-TV believes it was the first color tv religious program ever produced. The dinner marked the opening of the center's campaign for $250,000 to build and equip a tv production center on its property.



INTERNATIONAL delegation attending the first anniversary of WAPA-TV includes (l to r): (seated) Shirley F. Woodell, J. Walter Thompson Co.; Jose Ramon Quinones, WAPA-TV; Robert F. Kendall, Gotham Advertising Co.; Arthur L. Grimes, McCann-Erickson Inc.; Paul R. Krumming, National Export Advertising Service Inc.; Joe Jones, Reed-Jones Inc.; (standing) A. M. Martinez, Caribbean Networks Inc.; Louis Catoni, Reed-Jones Inc.; Richard W. Batten, Robert Otto & Co.; Goar Mestre, CMQ-TV Havana; Daniel C. Kaufherr, Irwin Vladimir & Co., and Harold E. Weinholtz, Young & Rubicam Inc.

FAIRBANKS HITS 48% SHARE-OF-AUDIENCE IN NEW YORK

Throughout last year, "Douglas Fairbanks Jr. Presents" topped all syndicated shows in the nation's top market: New York. Its average rating was 18.5, share-of-audience over 40%. This year, it's doing even better. In January, almost every other viewing home in New York was watching this show! (ARB)

"DOUGLAS FAIRBANKS JR. PRESENTS"

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.
CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

REPRESENTATIVE APPOINTMENTS

KPOJ Portland, Ore., appoints Avery-Knodel Inc., N. Y.

KBMI Las Vegas, Nev., names Daren F. McGavren Co., S. F.

WHIL Medford, Mass., has appointed Broadcast Time Sales, S. F.

WICS (TV) Springfield, Ill., has appointed Robert S. Keller Inc., N. Y., as network sales representative. Keller firm will represent WICS in seeking network business for station.

REPRESENTATIVE PEOPLE

Martin Katz, special projects director, Blair-Tv, N. Y., appointed sales development director.

Marvin L. Shapiro, account executive, WCAU-TV Philadelphia, to CBS Tv Spot Sales, Chicago, in same capacity.

Louis J. Hummel, formerly account executive, national sales staff, Crosley Broadcasting Co. [WLW-WLWT (TV) Cincinnati, WLWD (TV) Dayton, WLWC (TV) Columbus, WLWA (TV) Atlanta], Cincinnati, to Free & Peters Inc., Detroit, as account executive, succeeding **Lon King,** who transfers to N. Y. office as tv account executive.

Arnold Benson, former member, promotion dept., WNBC-WNBT (TV) New York (now WRCA-AM-TV), to sales promotion and advertising dept., CBS Radio Spot Sales, same city, as copywriter.

STATION PEOPLE

Harry D. Peck, formerly resident vice presiden and general manager, Hearst Corp. [WISN-WTVW (TV) Milwaukee], appointed vice president and general manager, WAGE-TV Marquette, Mich.

MR. PECK

William O. Paine, manager, KGU Honolulu, elected to board of directors, licensee Advertiser Publishing Co. Ltd.

Bob Houston appointed assistant manager, WRIV Riverhead, L. I., N. Y.; **Charles Johnson** named news editor-announcer; **Jim Garrett** named announcer-engineer.

Nina Magno, director, foreign language programs and women's features, WADC Akron, Ohio, named executive vice president, licensee, Allen T. Simmons Inc.; **Bob Wilson,** WADC, appointed vice president and assistant to president of station; **Harold L. Hageman,** WADC chief newscaster and program director, appointed to same positions of Allen T. Simmons Inc.

Jack Shefrin, general manager, WRNY-AM-FM Rochester, N. Y., resigns with future plans unannounced.

Brent Kirk, sales manager, KUTV (TV) Salt Lake City, appointed station manager; **John P. Brophy** named national sales manager; **Alan F. Frank,** KUTV, appointed program-production manager.

MR. KIRK

MR. FRANK

Ken Bagwell named commercial manager, KXYZ Houston, Tex., succeeding **Art Stone,** resigned and remaining available in food and supermarket merchandising advisory work.

Rollie Johnson, sports director, WCCO-TV Minneapolis-St. Paul, appointed news, sports and special events director; **Paul Brown,** formerly with KSTP St. Paul-Minneapolis, to WCCO as news writer.

Bill Riley appointed public service director, KRNT-AM-TV Des Moines, Iowa; **Guy Koenigsberger,** KRNT commercial production manager, appointed KRNT-TV production manager.

David Carson, formerly research engineer, RCA Labs, Princeton, N. J., to WFLN Philadelphia as chief engineer; **Michael O'Donnell,** formerly director, music dept., WINS New York, to WFLN as musical program director.

Jay Veevers, formerly in film research and copy capacities, Dekko Films, Boston, appointed manager, copy dept., WBMS Boston; **Steve James,** WBMS announcer, named news editor; **James Kraft** to sales department.

4,686,860

TUBES OF TOOTHPASTE!

Smilin' tooth

MR. TOOTHPASTE MANUFACTURER–

Just one tube of your toothpaste sold in a month to the radio homes in WGN's area would mean 4,686,860 tubes sold—$1,171,715 at 25¢ a tube!!*

WGN reaches more homes than any other advertising medium in Chicago, and our *Complete Market Saturation Plan* has proven it can sell your products to these homes.

** Nielsen Coverage Service*

A Clear Channel Station
Serving the Middle West
MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Chicago Office: 441 N. Michigan Ave., Chicago 11
Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y. for New York City, Philadelphia and Boston
Representative: Geo. P. Hollingbery Co.
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peachtree Street
Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street

AT CEREMONIES opening the new Harlem Radio Center of WLIB New York, renovated at a cost of $50,000, Harry Novik, station general manager, checks a congratulatory telegram with Mrs. Ann Hedgeman, aide on race relations to New York City Mayor Robert F. Wagner. WLIB opened its new studios and offices April 27 and held open house for agency timebuyers and account executives.

George Dorsey, program manager and film-buyer, WRC-TV Washington, additionally assumes program manager duties, WRC; **James McMurry** appointed to newly-created position, WRC-AM-TV production manager.

Ray Grant, sales staff, KFSD San Diego, appointed sales manager.

MR. GRANT

Rita L. Garner to WMGM New York as sales promotion director.

Harry Dangerfield Jr., formerly vice president in charge of radio-tv, Bond & Starr Adv. Agency, Pittsburgh, to KSON-AM-FM San Diego, Calif., as sales promotional manager.

Alex Monahan, formerly with WFBM Indianapolis, Ind., appointed program director, WWTV (TV) Cadillac, Mich.; **Daryl Sebastian,** WWTV, named merchandising and promotion director.

MR. MONAHAN

MR. SEBASTIAN

Worth White, announcer, WPTF Raleigh, N. C., named promotion director, succeeding **H. Taylor Vaden,** who moves to WCAU-TV Philadelphia as promotion director; **Thomas L. Maness,** WPTF sales staff, transfers to promotion dept.; **Jane Isley** to program dept.; **Betty Jeanne Campbell,** program dept., and **Richard Newton,** transcription clerk, resign.

Ed M. Morrissey, former news editor, KIMA Yakima, Wash., appointed KIMA-AM-TV and KEPR-TV Pasco, Wash., public relations and promotion director.

Robert Clinton, account executive, KIMN Denver, appointed staff executive, KVWO Cheyenne, Wyo.

William Veneman, formerly with KTTV (TV) Los Angeles, appointed executive assistant for tv to J. Elroy McCaw, coordinating Mr. McCaw's Washington tv interests, which include KTVW (TV) Tacoma (Seattle).

Robert F. Stolfi, tv network sales dept., CBS-TV, to WNDU-TV South Bend, Ind., as sales promotion and advertising director.

MR. STOLFI

Ted Steele, program personality, WOR-AM-TV New York, named musical director.

Neal Finn, program contact, WCBS-TV New York, and **Robert Miller,** associate director, CBS-TV, appointed WCBS-TV directors.

Eleanor Warner, production staff, KWK-TV St. Louis, appointed director.

Lela Hutson Grim, formerly with WIEL Elizabethtown, Ky., to KXO El Centro, Calif., as continuity director; **El Merriman,** formerly announcer, KXLE Ellensberg, Wash., to KXO as announcer.

Lawrence S. Roser, formerly engineer, WLAC Nashville, Tenn., to WLAY Muscle Shoals, Ala., as chief engineer.

Don Wood, formerly producer-director, King Broadcasting Co. (KING-AM-FM-TV Seattle), to KTVW (TV) Tacoma, Wash., in same capacity.

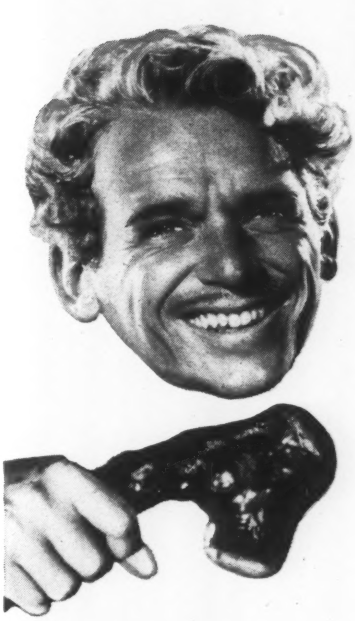
Don Wolf, production staff, CBS, to WMGM New York as writer-director.

Dan Bellus, sales dept., KFEQ-TV St. Joseph, Mo., appointed to head newly-created sales development and promotion dept., KFMB-AM-TV San Diego, Calif.; **William D. Browning,** program manager, KFSD San Diego, to KFMB as announcer and host-m.c., *Bill Browning's Best* program.

MR. BELLUS

Peter Thornton, publicity director, WENS (TV) Pittsburgh, to KDKA-TV there as public relations director, succeeding **Dick Fortune,** who enters public relations and advertising field.

Jerry Dunphy, formerly with KEDD-TV Wichita, Kan., to WXIX (TV) Milwaukee as news director.



RHEINGOLD SPONSORS "FAIRBANKS" AGAIN . . . 3rd YEAR IN A ROW!

In January, almost every other viewing home in New York was watching "Douglas Fairbanks Jr. Presents", (ARB, January '55)! Rheingold Beer is so impressed, they're sponsoring Fairbanks regionally for the 3rd consecutive year. Many markets available for first run. 'Nuff said!

"DOUGLAS FAIRBANKS JR. PRESENTS"

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.

CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

Cal Douglas
Dan Daniel
Maury Farrell **Boyd Evans**
Stars of
"Noon Edition"
12:00-12:30 P.M. Monday-Friday

Stars Sell on Alabama's greatest TV station

WABT
Birmingham

Editor-in-chief, host, master salesman—Cal Douglas opens Noon Edition with latest news. Dan Daniel follows with headlines from the world of sports. Next is Woman's Page, then Maury Farrell's Feature Page, to which he gives an unusual twist. Boyd Evans, authority on farm prices, gives the Farm News. Dan Daniel's weather report winds up a fast, full variety treatment of what's NEWS today!

You can SELL
Your Products
to Alabama folks
If you TELL
them on programs
they enjoy seeing

Represented by
BLAIR-TV

Bob Dunham, formerly with KVOR Colorado Springs, Colo., to KCOW Alliance, Neb., as news editor.

Charles Benedict, sportscaster, Don Lee Broadcasting System, Hollywood, to KOLD Yuma, Ariz., as sports director.

Larry Keith to WIST Charlotte, N. C., as sports director; **Richard Wilmot** to local sales staff.

Mark Scott, former sports director, KFWB Hollywood, to KOWL Santa Monica, Calif., in similar position, continuing to broadcast Hollywood Star baseball games on KFWB. **Floyd (Babe) Herman,** former Brooklyn Dodgers baseball player, to KFWB as sportscaster, succeeding Mr. Scott.

George Menard appointed farm director, WBBM Chicago.

Gene Ziliak, floor crew, KVOO-TV Tulsa, Okla., appointed stage manager; **Noel Confer,** floor crew, named to announcing staff.

Michael Casey, set director, KNXT (TV) Hollywood, named stage manager; **Jim Casey,** former producer-director, KFMB-TV San Diego, to KNXT as coordinator, *Musical Nitecap* program.

Dolly Beach, former editor, weekly *Catalina Islander,* Avalon, Calif., to KBIG Avalon as traffic manager, succeeding **Virginia Wilkins.**

Charles C. Crockett, former announcer, KGMB Honolulu, to sales staff, KGMB-TV.

Bernard M. Alper, formerly account executive, WLEV-TV Bethlehem, Pa., to WGLV (TV) Easton, Pa., in same capacity.

Murray L. Goldsborough Jr., assistant general manager, WHVR Hanover, Pa., to WAAM (TV) Baltimore as account executive.

Charles E. Powell to sales staff, WBAL Baltimore, as account executive.

Paul Freygang, former account executive, KNEB Scottsbluff, Neb., to KHOL-TV Kearney-Holdrege, Neb., as advertising account executive; **Wendell Dean Smith,** formerly announcer, KRVN Lexington, Neb., to KHOL-TV; **Willadean Deaver** and **Robert Stolz** to traffic and production depts., respectively.

John Cody, formerly with WWHG Hornell, N. Y., to sales staff, WHEC Rochester, N. Y.

Howard Harms, former classified advertising manager, *Twin Falls* (Idaho) *Times-News,* to KDYL-AM-FM Salt Lake City as account executive.

Jack Argersinger, announcer, WFVA Fredericksburg, Va., to WTOL Toledo, Ohio, in same capacity.

Henry Charnell, graduate, Northwest Radio & Tv School, to KSYC Yreka, Calif., as announcer-engineer.

Leon Kelly, formerly announcer-program director, WEAV Plattsburg, N. Y., to announcing staff, WGY Schenectady, N. Y.

Art Anderson, graduate, Northwest Radio & Tv School, Portland, Ore., to KORT Grangeville, Idaho, as announcer-salesman.

Bob Rogers, graduate, Northwest Radio & Tv School, Portland, Ore., to KCOV Corvallis, Ore., as announcer-salesman.

Dan Riss, freelance actor and former newscaster, KCOP (TV) Hollywood, resumes newscasting duties at station.

Phil Cosgrove, graduate, Northwest Radio & Tv School, Portland, Ore., to KXRO Aberdeen, Wash., as announcer-copywriter.

Tony Gayhart, graduate, Northwest Radio & Tv School, Portland, Ore., to KGVO-TV Missoula, Mont., in film and announcing capacities.

Bob Cawley, promotion manager, KCKT (TV) Great Bend, Kan., to KTVK (TV) Phoenix, Ariz., as production coordinator and star of nightly *Bob Cawley Show*.

Bob Drews to WEAW-FM Evanston, Ill., as disc jockey.

Milo Hamilton, formerly sportscaster with St. Louis Cardinals baseball radio network, to announcing and sports staff, WIND Chicago.

Bob Montgomery returns to WBIG Greensboro, N. C., as announcer and program personality.

Bill Rice, newscaster, KARK-AM-TV Little Rock, Ark., to announcing staff, WFBM-AM-TV Indianapolis, Ind.

Ray Freeman, formerly with WMLV Millville, N. J., to WLDB Atlantic City, N. J., as disc m.c.

Clete Roberts to KNXT (TV) Hollywood as newscaster.

Frank Herman, magician and actor, to KTLA (TV) Hollywood as host-m.c., *Cartoon Carousel.*

Bob Shriver, announcer, KFEL-TV Denver, to announcing staff, KOA-AM-TV there.

Roger Coryell, formerly with KHBC Hilo, Hawaii, to announcing staff, KGMB Honolulu; **Anne Steenrod,** formerly with WPTW Piqua, Ohio, to KGMB as copywriter.

James McClintock, general manager, Pierpoint Landing, Long Beach, Calif., adds duties as host-commentator, KHJ-TV Hollywood *Fishing Flashes.*

Mal Bellairs, Chicago freelance announcer, to WBBM Chicago.

Charles Roudabush, engineer, WPIK Alexandria, Va., and Margaret Capizzi were married April 23.

Lois Weiss, secretary, production dept., KYW Philadelphia, and Thomas Wexler were married April 17.

Buddy Morrison, stage manager, KNXT (TV) Hollywood, and **Jeannie Finnegan,** script secretary, *Panorama Pacific* program, Columbia Tv Pacific Network, were married April 16.

Jack Argersinger, announcer, WTOL Toledo, Ohio, father of girl, Cheryl Dorothy, April 8.

Thomas B. Cookerly, sales executive, WBTV (TV) Charlotte, N. C., father of boy, Thomas Clayton, April 19.

George Baron, vice president and general manager, KOWL Santa Monica, Calif., father of girl, Pierrette Marie, April 18.

Ed Jordan, announcer, WFBM-AM-TV Indianapolis, Ind., and **Dee Jordan,** WFBM writer, parents of girl, Gretchen Ann, April 17.

Joseph A. Kjar, sales manager, KSL-AM-FM Salt Lake City, father of girl.

Terry H. Lee, general manager, KOVR (TV) Stockton, Calif., father of girl, Elisa Thompson.

AFTER LONG WAIT, A-BLAST GOES OFF

Radio-tv networks, after nine days of delay, give nationwide coverage to Nevada test.

AFTER a nine-day delay, radio and television networks and stations covered the test explosion of a 35-40 kiloton nuclear device at Yucca Flats, Nev., last Thursday at 8:10 a.m. EDT.

The atomic bomb test was carried on television by a "live" pooled telecast on CBS-TV and NBC-TV. Network personnel and equipment had been on the scene for two weeks, prepared to broadcast the blast as soon as weather conditions permitted [B•T, May 2]. The telecast began at 8:01 and lasted until 8:25 a.m.

Grant Holcomb of CBS-TV was "anchorman" for the combined telecast, reporting the over-all scene from Media Hill. CBS-TV newsman Jack Beck described the civil defense activity immediately before and after the explosion. Roy Neal of NBC-TV broadcast from the forward trench, less than two miles from "ground zero." Herb Kaplow of NBC-TV provided reports from the Army Signal Corps installation, where communication was maintained with the armored vehicles above ground, about 1½ miles from the center of the target area.

The networks scheduled another pooled telecast for last Friday (8:30-8:55 a.m. EDT) to provide viewers with a tour of Survival Town, the model community erected by the Atomic Energy Commission and civil defense in the target area to measure the destructive force of the blast.

Quality of the pooled telecast was far below expectations. Skeleton forces covered for the networks, the first teams having been withdrawn because of the postponements. Likewise, most of the independent station observers and newsmen had left prior to the blast [B•T, May 2].

Last Thursday on the NBC-TV *News Caravan* (Mon.-Fri., 7:45-8 p.m. EDT), color films of the explosion were shown, said to be the first time color films were seen on tv the same day they were made.

A pooled radio network coverage of the explosion last Thursday was carried on ABC, CBS and NBC Radio. The program was broadcast 8-8:15 p.m. EDT and throughout that day the networks carried summaries of the broadcast. Coverage was supplied by Dallas Townsend, CBS; Bill Ewing, ABC, and Mr. Kaplow, NBC.

Mutual and DuMont carried news of the tests on various news programs throughout the day.

NBC Central Div. Drops 55 In Personnel Readjusment

NBC Central Div. last week released 55 employes in a personnel readjustment move due to the reduction in Chicago-originated network tv shows over the past year. Dismissals covered production, programming, engineering, advertising-promotion and other fields. About 25 other employees are being retained during the summer months to help service the division's "green network" Daylight Saving Time operation and fill in for vacationers.

Spokesmen said the readjustment was necessitated because of the surplus of employes connected with former Chicago-originated programs. NBC Central Div. hopes to arrange transfers for others to NBC local or network operations on the West Coast.

Among tv programs dropped by NBC Chicago during the past year: *Time to Live, On the Farm* (which may return), *Eddie Arnold Time, Welcome Travelers* (now CBS-TV), *Kukla, Fran & Ollie* (now ABC-TV) and *Ding Dong School* (which moves to New York about June 1).

'MONITOR' PROGRESS TOLD TO NBC RADIO AFFILIATES

Robert Sarnoff and Frederic Horton of NBC, via closed circuit, tell affiliates four sponsors have signed for participations on the series. Talent lined up.

FIRST REPORT on the progress of time sales to date for *Monitor*, new NBC Radio weekend service which will debut June 12, was given last week by the network. Signing of additional talent for the series was also announced. The sales picture was drawn for NBC Radio affiliates, via a closed-circuit broadcast, by Robert W. Sarnoff, executive vice president of the network, and Frederic L. Horton, director of radio sales for NBC, who announced that four of the nation's leading companies have placed orders for participations on *Monitor*.

Mr. Sarnoff told affiliates nearly 500 one-minute participations already have been sold on *Monitor*, representing an increase of 138% in gross billings over NBC's current weekend commercial business. Network advertisers who have signed for participations include Western Union Telegraph Co., RCA, Nash Motors and Carter Products. Orders received thus far for local participations on NBC's owned stations are from Seaforth, Douglas Labs (Coppertone), Mid-Continent Petroleum Corp. and Bronzetan.

Mr. Sarnoff said that in addition to the business already signed, an equal volume has been committed by other advertisers. These commitments give assurance the weekend series will go on the air with a heavy commercial volume, he said.

The network also announced both Clifton Fadiman, radio-tv personality, author and critic, and Leon Pearson, newsman, have been signed for *Monitor*. Mr. Fadiman will function as a "communicator," presiding over a four-hour segment of entertainment and information on the forthcoming series. Mr. Pearson will handle up-to-the-minute reviews of new Broadway plays and motion pictures. The reviews will be a regular *Monitor* feature. Other "communicators" who have been selected for the series are Dave Garroway, Jane and Goodman Ace and Red Barber. Bob Elliott and Ray Goulding, radio comedy team, will serve as "critics-at-large" on the new series [B•T, May 2].

KTBS-TV Sets NBC-TV Tieup

KTBS-TV Shreveport, La., will be affiliated with NBC-TV when it begins telecasting about Sept. 3, E. Newton Wray, president and general manager, has announced. The ch. 3 station, which will operate with 100 kw, will transmit all NBC-TV color programs from the outset, the announcement said. The transmitting tower will measure 1,151 ft. and will beam programs to the Arkansas, Louisiana and Texas area, according to the station.

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YOUR HOST...
YOUR
SALESMAN:
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FAIRBANKS JR.

To all moviegoers in the country (and that's just about everybody) "Fairbanks" is a magic name. It promises action . . . danger . . . excitement. And "Fairbanks" lives up to that promise as producer-host of every show, star of one out of four in the sponsor-proven TV film series:

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CBS-TV Calls All Affiliates To May 19-20 Meeting in N. Y.

FULL-DRESS meeting of all CBS-TV affiliates with the network has been set for May 19-20 at the Waldorf-Astoria in New York, J. L. Van Volkenburg, president of CBS-TV announced last week.

Network officials last week said there was no unusual significance to the meeting to which 228 network affiliates in the U. S., Canada, Alaska, Hawaii, Puerto Rico and Cuba have been invited. Attendance, made up of owners and key management executives, is expected to reach 300 or more.

It was understood that the meeting will be held with the objective of making an overall review of network problems and plans, including fall programming, fall sales, promotion-publicity, research and small market affiliates. It was believed that color tv, which had dominated part of a similar NBC-TV affiliates meeting a few weeks ago [B•T, April 25], would not be prominent on the CBS-TV agenda.

Five New Sponsors Sign With CBS Radio; Two Renew

SIGNING of five new sponsors and contract renewals by two others for five current shows on CBS Radio was announced last week by John Karol, vice president in charge of network sales. Renewals included Campana Sales Co., Batavia, Ill., for a quarter-hour segment of *Arthur Godfrey Time* on an alternating schedule starting May 31, through Erwin, Wasey & Co., New York, and Lever Bros for a quarter-hour of *Art Linkletter's House Party* on Monday, Wednesday and Friday, effective May 30 for 52 weeks through BBDO, and its quarter-hour sponsorship of *Arthur Godfrey Time* on an alternating schedule, through McCann-Erickson.

New sponsors are Miller Products Co., St. Louis, through Winius-Brandon Co., same city; Corn Products Sales Co., New York, through C. L. Miller Co., same city; Harrison Products Co., San Francisco, through Sidney Garfield & Assoc., same city; McKesson & Robbins Inc., New York, through Ellington & Co., same city, and Murine Co., Chicago, through BBDO, same city.

Mr. Karol also announced that Campana has extended its sponsorship of *Rosemary Clooney Sings* on Thursday and its quarter-hour segment of *My Little Margie* on Sunday.

EWING C. KELLY (seated), president and general manager of KCRA-TV Sacramento, Calif., and Harry Bannister, NBC vice president for station relations, seal the agreement whereby ch. 3 KCRA-TV will become a basic affiliate of NBC-TV when the station, now under construction, goes on the air on or about Sept. 1.

Regional CBS-TV Network Buys Pacific Grid Slate

EXCLUSIVE live tv rights to regional Pacific Coast Conference football games this fall has been sold to Columbia Tv Pacific Network, CBS-TV Hollywood and PCC executives announced last week.

Tentative schedule calls for eight games, seven distributed among five Saturdays and the season opener—Texas A&M at UCLA—on Friday night, Sept 16. NCAA rules call for five Saturday regional games maximum, set the available regional dates and limit teams to two appearances each during the season.

The CTPN-PCC agreement provides generally that games will be carried on 18 CTPN stations, except that no game may be televised in the home territory of the host team.

The tentative schedule:

Sept. 16—Texas A&M at UCLA.

Sept. 24 (two games)—Illinois at California, Stanford at Oregon State (night game, released in San Francisco only).

Oct. 8—USC at Washington.

Oct. 22 (two games)—Stanford at Washington. USC at California (released in Los Angeles only).

Nov. 5—Oregon at Washington State.

Nov. 12—Oregon State at California.

Participating in negotiations were James T. Aubrey Jr., CTPN general manager; Alfred Masters, Stanford U. athletic director and PCC radio-tv committee chairman, and William J. Perry, conference radio-tv director.

Network Bids Due This Week For Five Big Ten Grid Games

THE BIG TEN hopes to receive a definite network bid sometime this week in connection with the sale of its package of five regional football telecasts under the national NCAA plan this fall.

It was understood that both NBC-TV and CBS-TV are the main bidders for the Western Conference football package under single or multiple sponsorship. ABC-TV and DuMont Tv Network reportedly have displayed less interest, though the former was understood to have re-entered negotiations recently.

Among prospective sponsors, it was learned, are a number of oil companies, such big names as Standard Oil Co. of Indiana, Phillips 66, Sinclair Refining Co. and Oklahoma Oil of Chicago.

Sombrero Network Hosts

THE EIGHT-STATION Sombrero Network was host to timebuyers from New York agencies at a party there last week for a sales presentation session on the network, which claims to cover a potential audience of 2,800,000 Spanish-speaking consumers throughout the U. S. The network is composed of KCOR San Antonio, KWKW Pasadena, WHOM New York, KTNX Austin, KCCT Corpus Christi, KABQ Albuquerque, XELO Juarez-El Paso and XEDF Nuevo Laredo-Laredo, Tex. Richard O'Connell, New York, is national representative for the network.

97¢ * BUYS 1000 HOMES IN CHATTANOOGA

WDEF TV channel 12

105,200 Watts

260 Time Rate
20 second or 1 minute
Average Class A Rating
TELEPULSE Dec. '54

132,219 Sets
(Primary A & B)
1953 Nielsen Plus
RETMA to Jan. 28, 1955
Carter M. Parham, President
Harold (Hap) Anderson, Manager

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Represented By THE BRANHAM COMPANY

ABC AFFILIATION, effective May 21, is agreed to by WJAS Pittsburgh, Pa. L to r: John H. Buchheit, commercial manager of WJAS; H. Kenneth Brennen, president and general manager of the station, and Charles W. Godwin, director of station relations, ABC Radio network.

KBS Adds 13 Affiliates, Bringing Total to 835

ADDITION of 13 new affiliates and a new high of 835 clients were reported by Keystone Broadcasting System last Wednesday. New stations on the KBS list, according to Blanche Stein, station relations director, are the following: WLBN Lebanon, Ky.; WWEZ New Orleans and KSUL Sulphur, both La.; WBRV Boonville, N. Y.; WAAA Winston-Salem, N. C.; WLEC Sandusky, Ohio; WOTR Corry, Pa.; WGSW Greenwood, S. C.; WCBR Memphis and WDEH Sweetwater, both Tenn.; KZIP Amarillo and KSKY Dallas, both Tex., and KHFS Vancouver, Wash.

NETWORK PEOPLE

S. Mark Smith, editor, Theatre Guild-produced ABC-TV *U. S. Steel Hour* and radio's *Theatre Guild on the Air,* discontinues Theatre Guild association June 1 to become script supervisor of Maurice Evans' series of live, one and one-half hour dramatic color NBC-TV Sunday presentations starting Oct. 23.

George Putnam, newscaster, KTTV (TV) Hollywood, adds duties as newscaster, ABC Radio western network.

Daniel Shorr, CBS Washington correspondent, representing U. S. radio-tv newsmen on two-week tour of refugee centers of Europe organized by Netherlands International Radio Service.

Dr. Gerhart D. Wiebe, research psychologist, CBS Radio, elected president, American Assn. for Public Opinion Research, succeeding **Dr. George Gallup,** director, American Institute of Public Opinion, retiring president.

Marjie Millar, who portrays "Susan" on ABC-TV *Ray Bolger Show,* and John Florea were married April 23.

Edwin G. Koehler, station relations dept., DuMont Tv Network, father of girl, Eleanor Jane, April 29.

we've already had a peep!

If you want to see something that's good for sore eyes . . . grab your May 10 issue of Sales Management and take a gander at the figures for WIOD's 4-county market, DADE (Miami), BROWARD (Ft. Lauderdale), PALM BEACH (West Palm Beach), and MONROE (Key West) . . . you'll find a population increase of over 100,000 new year 'round residents. And, when it comes to effective buying income and retail sales — WOW! — they've both increased in the hundreds of millions of dollars.

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National Rep., George P. Hollingbery Co.

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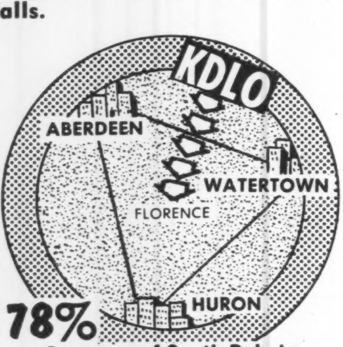

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NBC (TV) PRIMARY
CBS ● ABC ● DuMONT

1955 RCA SALES TARGET OF $1 BILLION SET BY SARNOFF AT STOCKHOLDERS MEET

With sales already over the quarter-billion mark RCA-NBC board chairman predicts record year, topping 1954 gross sales by nearly $60 million. Color tv progress noted at 36th annual meeting.

SALES TARGET of $1 billion for RCA during 1955 was fixed last week by Brig. Gen. David Sarnoff, chairman of the board of RCA and NBC, at the 36th annual stockholders meeting of RCA in New York.

Gen. Sarnoff reported that in the first quarter of this year sales and earnings were higher than for any similar period in the history of the corporation, with sales amounting to $256,305,000 and net profit at $12,568,000. Although Gen. Sarnoff observed that the first quarter period cannot be used as a yardstick for the remainder of the year, he said:

"Nevertheless, based upon the annual progression and rate of our growth in past years, we hope that RCA will, for the first time in its history, achieve the stature of a billion-dollar corporation. Our sights are set high and the target for 1955 is one billion dollars in sales of products and services."

RCA's 1954 annual report showed that gross income totaled a record high of $940,950,000 in that year [B•T, Feb. 28].

Gen. Sarnoff estimated that television, including manufacturing, telecasting and servicing, accounts for about 52% of RCA's business, and was optimistic on color television's outlook. He predicted that in 1956 and in subsequent years, RCA earnings from sale of color tv sets "will substantially exceed its earnings from sales of black-and-white sets during those years."

Gen Sarnoff reported that production was to begin last week at the company plant at Bloomington, Ind., on two newly-designed RCA 21-inch color tv receivers, one priced at $795 and the other at $895. He pointed out the RCA tv tube manufacturing plant at Lancaster, Pa., is being expanded to produce more than 30,000 tubes a month (see story page 31).

Color television will "break through" and be "well underway before Christmas," Gen. Sarnoff asserted, stating that "a reasonable number" of color programs will be broadcast with regularity and this number will increase as more color sets are installed in homes.

In reply to a question from a stockholder, Gen. Sarnoff ventured the opinion that color tv sets will be sold at a price of about $500 "within the next one or two years."

Last Wednesday, Robert A. Seidel, executive vice president, consumer products, RCA, explained that dealers are expected to begin offering the new 21-inch color receivers early this June, but cautioned that quantities will be limited.

He said that the new color sets' 26-tube chassis is a reduction of 14 tubes from the 40 used in previous RCA 21-inch color receivers.

Members of the board of directors re-elected for a three-year period were: John T. Cahill, RCA counsel; Elmer W. Engstrom, executive vice president, RCA; Edward F. McGrady, former Under Secretary of Labor; William E. Robinson, president of Coca-Cola Co., and Gen. Walter Bedell Smith (Ret.).

A stockholder observed that Gen. Sarnoff's contract with the corporation expires next March and asked what steps, if any, had been taken to renew the pact. Mr. Cahill replied that Gen. Sarnoff will have marked a 50-year association with RCA and its predecessor firm by next March and said the board of directors intends to "persuade" the general to sign another contract.

Transmitting Equipment

TRANSMITTER SHIPMENTS

Station	Power	Band	Use
Gates Radio Co.			
KCAS Carson City, Nev.	250 w	am	new station
WFTR Front Royal, Va.	250 w	am	replacement
KBEC Waxahachie, Tex.	500 w	am	new station
WRIV Riverhead, N. Y.	500 w	am	new station
WMLT Dublin, Ga.	1 kw	am	replacement
KIMN Denver	5 kw	am	replacement
WDKD Kingstree, S. C.	5 kw	am	power increase
CKCH Hull, Que.	5 kw	am	power increase
General Electric			
WTOC-TV Savannah	20 kw	tv (ch. 11)	----
RCA			
WNDU-TV Notre Dame, Ind.	12½kw	tv (ch. 46)	new station

ORDERS

Station	Power	Band	Use
GE			
WKRG-TV Mobile, Ala.	35 kw	tv (ch. 5)	new station
RCA			
KSTF (TV) Scottsbluff, Neb.	2 kw	tv (ch. 10)	new station

OTHER EQUIPMENT: GE also reports that WKRG-TV Mobile has ordered a four-bay antenna, a dual camera chain and a vidicon film camera.

Complete Am-Tv Gear Offered for $50,000

Manufacturer Sarkes Tarzian has combination unit now available at low cost.

COMBINATION radio-tv studio-transmitter unit selling for less than $50,000 was proposed last week to meet the need for low-cost television operations. The idea was advanced by Biagio Presti, of Sarkes Tarzian Inc., Bloomington, Ind.

Mr. Presti has informed FCC the plan conceives combination am and tv stations with studio equipment costing less than $20,000 and the remaining gear, including antenna, priced at around $30,000.

This plan, it was stated, would permit operation of a tv station in every town having an am station, with operational costs "little if any higher than their present am costs." Capital investment can be brought down as low as $40,000, it was added.

Mr. Presti said am personnel could easily handle the simple tv and am operation at the same time, with the same transmitter man taking the necessary readings on both am and tv equipment and the am announcer operating control equipment. Vidicon cameras could be placed in the audio control room so the am announcer could handle the operation. "We are in fact doing a very similar thing at WTTV (TV) Bloomington," he explained.

Simulcast copy could be prepared, he said, with one man operating the audio board and film control "without difficulty," as done at WTTV. Another factor is the new Sarkes Tarzian 100-slide capacity projector, which permits selection at will and preloading for several days. After presetting, Mr. Presti said, the operator can place slides on the air by pressing a single button.

Early operation of the combination am-tv transmitter might include only two or more hours video per day, but this could be changed

Fm Multiplexing for $2,000

COMMERCIAL operation of fm multiplexing, authorized last month by the FCC as a means of providing new support for fm broadcasting [B•T, March 28], is already underway at KTYL-FM Mesa, Ariz., which under special authority has been transmitting a subcarrier program of background music without announcements.

The equipment will be shown in operation at the NARTB Convention by Paul Schafer Custom Engineering, exclusive sales representative for the Harkins system. Receivers will pick up both the main WWDC-FM Washington program and subcarrier programs.

Equipment used at KTYL-FM was developed by Dwight (Red) Harkins, owner of Harkins Broadcasting Co., operator of KTYL-AM-FM in Mesa, a suburban Phoenix community. Mr. Harkins is also station manager of KVAR (TV) Mesa which he originally built as KTYL-TV and then sold to the owners of KTAR Phoenix. As a personal hobby, he maintains an electronic research lab, where he has spent five years in developing a multiplexing system that not only meets the required technical specifications but is also economical for the fm broadcaster to install, Mr. Harkins told B•T.

DWIGHT (RED) HARKINS with his multiplexing system at KTYL-FM.

The overall price of his multiplexing set-up will be less than $2,000, including installation and all necessary modifications, he said. This figure even includes transportation of the trained engineer who will come to the station to install the apparatus, make the needed modifications and instruct the station personnel on the various phases of multiplexing. Cost of receiving units will vary from $35 to $90, he said, noting that the total installation cost, including antenna and labor, should be held under $100 per subscriber for a practical system.

Subscription rates received by the station will be dictated by local conditions in each market, Mr. Harkins said, reporting that rates now charged in a number of cities range from $20 to $40 a month. The low initial cost of his system, he said, should enable the broadcaster to set his rates low enough to attract a large number of users. He estimated that as few as 100 subscribers would make for a profitable operation. Mr. Harkins expects to offer a financing plan for the purchase of his components, he said.

For the manufacture of his units, Mr. Harkins has become affiliated with Walton Hershfield, an owner of Vinson Carter Electric Co., which he described as Arizona's largest industrial electronics and electrical contracting firm, capable of producing as much equipment as is needed. Tape recording equipment designed for subcarrier programming is being designed by Berlant Instrument Co. of Los Angeles, he reported.

The Harkins transmitter unit is compact, occupying about 10 inches of a standard 19-inch relay rack, he said. In addition, a phase modulator, which he also developed, must be added to the fm transmitter to inject the subcarrier without interfering with the station's regular programming.

as stations gather experience and utilize the flexible equipment, he said.

After discussing ways of using especially designed slides and animated symbols during playing of phonograph records, as done on the *Hit Parade* and other programs, Mr. Presti said he believed he could demonstrate the equipment at the May 22-26 NARTB convention.

"Insofar as technical details are involved," he said, there "is absolutely no problem and the equipment in fact is presently available."

The complete package studio, costing an estimated $19,775, would consist of one vidicon film chain, TFC-2A, including necessary projectors and accessories; one Tarzian automatic slide projector, TSP-2B (100 capacity); one ACT-1A audio control assembly; one VSS-1A video switching system; one SG-1A synchronizing generator plus TPS-3A power supply; three UR-1A utility racks (less doors and side panels); one VDA-1B distribution amplifier plus TPS-3A power supply.

This studio can be arranged to allow future expansion without any additions except cameras, etc., according to Mr. Presti. Additional studio camera facility using a studio vidicon can be installed for as low as $4,400, he said, or as little as $3,925 if fixed shot studio shows are planned. These figures include complete monitor facilities. The Tarzian 16mm film projectors have 4,000-foot capacity.

Radio, Tv Set Production Half Again Over 1954 Mark

RADIO AND TV set production in the first quarter of 1955 leaped to 40% and 50%, respectively, above the 1954 level, according to Radio-Electronics-Tv Mfrs. Assn.

Radio production continued to run over a million a month, totaling 3,640,144 for the three months compared to 2,581,565 a year ago. Tv set output for the first quarter totaled 2,188,252 compared to 1,477,110 in the same 1954 period.

March, a five-week work month, set high records for 1955, running far ahead of January and February for both radio and tv sets. Weekly radio production also was ahead.

Production of radios with fm tuning totaled 23,859 in March, out of 1,482,274 sets. Another 972 tv sets had tv tuners. About one out of seven tv sets were equipped for uhf reception.

Radio and tv 1955 set output by months:

	Television	Home Sets	Portables
January	654,582	280,121	47,303
February	702,514	232,831	109,120
March (5 weeks)	831,156	300,840	233,465
Total	2,188,252	813,792	389,888
	Auto	**Clock**	**Total Radio**
January	573,837	166,885	1,068,146
February	597,742	150,031	1,089,724
March (5 weeks)	774,025	173,944	1,482,274
Total	1,945,604	490,860	3,640,144

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DUMONT FACED WITH MINORITY REVOLT

Liquidation of tv network among demands of Wall Street stockholders. Compromise agreements said to be in negotiation.

A THREATENED rebellion by a formidable bloc of minority stockholders of Allen B. DuMont Labs, electronics manufacturer and parent company of the DuMont Television Network, had subsided near the week's end. Negotiations were in progress to strike a compromise.

Should these latest efforts to negotiate the dispute fail, DuMont can be expected to be engaged in a proxy battle.

At stake was both the management policy of the firm, of which Dr. Allen B. DuMont is president and a board member, and the makeup of its board of directors.

Prime mover of the opposition is Carl M. Loeb, Rhoades & Co., New York investment firm, which claims representation of 350,000 shares, or about 20% of DuMont Class A stock.

Its motives:

- Desire that it be permitted to elect an "independent"—as distinguished from the DuMont management group and Paramount Pictures Corp. interest (also a large minority stockholder).
- Elimination of this existing division of stock: 1,801,054 shares of Class A and 560,000 shares of Class B.
- Liquidation of the DuMont Television Network which, it is felt, has been a drag on the company's financial position.
- Feeling that DuMont's top management should be strengthened by clarifying the division of authority and responsibility among executives engaged in research and development, as opposed to business policy.

Proxy Battle Threatened

Before the DuMont interests and the Loeb, Rhoades group entered into negotiations, there were threats made at the stockholders meeting Monday by the latter group that it would start a proxy battle if its demands were not considered. Plans were afoot even before the meeting came to a close to hold a special meeting within a month or two, with proxy statements calling for amendment of the bylaws and enlargement of the DuMont board. It was asserted that the group was prepared "to take energetic, aggressive action."

Another block of minority stock is held by Paramount Pictures, which, it was estimated, can claim some 25% of the total stock. That company, which the DuMont interest at one time tried to buy out but was unsuccessful because of failure to agree on terms, owns all of the Class B stock and 43,200 shares of Class A. Paramount is permitted to elect three of the eight board of directors.

Unlike the Loeb, Rhoades group, the Paramount bloc's differences with the DuMont interest are not so clearly defined, although it is known that Paramount is not pleased with general management policy and also is unhappy about the losses being suffered by DuMont in the network operation.

Four directors are elected by Class A stockholders and are top company executives. The eighth board member, Percy M. Stewart of Kuhn-Loeb, New York investment bankers, is the only board member who is not a member of the DuMont management group or of the Paramount interests.

Ross Reid, attorney representing Loeb, Rhoades, told B•T Thursday that of prime importance to the stockholder group he represents was the impasse on the board that materialized when Mr. Stewart voted with the Paramount group, thus presenting a 4 to 4 lineup. Mr. Reid's group failed at last Monday's annual meeting of the DuMont company to elect Armand G. Erpf, of Carl M. Loeb, Rhoades, to the board as an "independent" Class A director.

Paul Raibourn, treasurer of DuMont and a Paramount vice president, attended the meeting "unofficially," explaining that his group was not in attendance because "we do not care to be identified with any action taken at this meeting." He said that Paramount had received letters and phone calls questioning the policies of the present DuMont management.

During the meeting, Dr. DuMont, in answer to a query from the stockholders, said he had favored a plan to sell the network to ABC several months ago but that Paramount board members and Mr. Stewart had opposed this proposal. Mr. Raibourn, however, commented that the matter never came before the board for a formal vote and Dr. DuMont retorted that the company would be "$2 million to $3 million better off" if the sale had been cleared.

Both Dr. DuMont and Mr. Raibourn stick to their positions. Dr. DuMont maintains that there was an "impasse" on the board at the time of the ABC purchase proposal because of the Paramount lineup. But Mr. Raibourn's only reply to queries is the stand he took at the meeting, i.e., that the ABC matter never came up for a formal board vote.

Negotiations Underway

Queried by B•T Friday, Dr. DuMont said the negotiations underway with the Loeb, Rhoades group looked favorable. He said "demands have been made" but that with any agreement there also "must be concessions from both sides." He also indicated that the DuMont interests feel confident of a proxy victory should the negotiations collapse. According to Dr. DuMont's version of the ABC incident, Mr. Stewart voted then with the Paramount bloc on the board, thus canceling the proposed sale.

In his statement before the stockholders, Dr. DuMont, described by dissenting Mr. Reid as a "capable man" but in need of "independent financial advisers on the board," stressed what was described as the enhanced market values of the company's tv stations—WABD (TV) New York and WTTG (TV) Washington—and capital gains already realized. These, he said, will exceed all the network losses since it began operating by more than $7 million after taxes.

He said the company has had a successful record and that facts not reflected in the profit

Camera Vision Exhibits

CAMERA VISION Productions Inc. has scheduled at least five more demonstrations of its new electronic-and-motion picture film camera system [B•T, April 25] for industry representatives. The showings will be held at the newly-leased 50,000 square foot sound stage at 7417 Sunset Blvd., Hollywood, to be used as the firm's equipment headquarters.

and loss statements or balance sheets should be considered when making an appraisal.

The annual report of the company, he said, showed network losses in 1954, before taxes, cut DuMont's other profits by $5 million. Total operating losses of the network since its beginning were $16 million before taxes. Profits for DuMont's owned and operated stations (including WDTV [TV] which it later sold to Westinghouse Electric Corp.) cut down broadcasting losses to $5.5 million after taxes.

Dr. DuMont said:

"At the time of our sale of the Pittsburgh station, our balance sheet reflected a book value for it of approximately $700,000. We sold it for $9,750,000. We realized a net gain, after taxes, of $6,725,000—over a million dollars more than our net losses on our broadcasting operations from the start. And we still have left two stations and the most modern studio building in the East, with enhanced market values—values which are not shown in profit and loss statements or balance sheets.

"Should it become desirable to translate the market values of our remaining broadcasting properties into liquid assets, it is a matter of simple arithmetic to figure that from the beginning our gains, as a result of being in the broadcasting business, will exceed our total operating losses by more than $7,000,000 after taxes. This amounts to approximately $3 a share more, in terms of shareholders equity.

"Of one thing, you may be sure. Your management is conscious of changing conditions—in both broadcasting and manufacturing. We are taking steps necessary to elimination of broadcasting losses and continuing enhancement of broadcast property values.

"In the meantime, you may enjoy the knowledge that red broadcasting operating figures already have been wiped out by capital gains and that you still have continuously increasing values yet to be tapped."

Progress made by DuMont in the development of new and improved electronic equipment during 1954 was outlined. Among the developments: color film transmitting equipment for television stations, demonstrations of 19-inch round and 21-inch rectangular color picture tubes of the shadow-mask type, the Electronicam tv-film system, the Iconumerator which counts up to a million objects in one second, a large number of improved and newly designed electronic instruments, and an electronic automobile engine analyzer for instantaneous detection of almost all motor faults or imperfections.

Officers of the DuMont firm re-elected at the meeting by Class A stockholders were Dr. DuMont, president, and Stanley F. Patten, vice president. Re-elected as directors by the Class A stockholders were Dr. DuMont, Mr. Patten, Dr. Thomas T. Goldsmith Jr., Bruce T. DuMont and Mr. Stewart.

Sales for First Quarter Decline, Hoffman Reports

A DECLINE in consolidated sales, from over $14 million during the first 1954 quarter to nearly $9 million during the same 1955 quarter, has been reported by Hoffman Electronics Corp., Los Angeles radio-tv and electronics manufacturer.

H. Leslie Hoffman, firm president, blamed the sales decline entirely to "unavoidable delays in production for delivery against government contracts."

A quarterly report to Hoffman stockholders noted that net 1955 first-quarter profits were $309,906 or 43 cents a share, against $470,238 or 69 cents a share during the same 1954 period.

NEW COLOR GEAR OFFERED BY GE

STATIONS planning colorcasting were offered an added boost last week by General Electric Co., which announced commercial production of its new color film and slide equipment.

For those tv outlets without immediate color plans, GE is making the equipment available for monochrome use. The color components can then be added at a later date to provide programming with color film and slides. Whether bought outright for color now or on the staggered basis, the total purchase price will be the same.

GE set these prices:

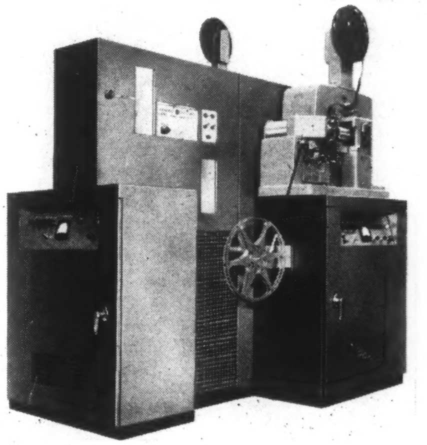
$25,000 for a color scanner channel, or $13,000 for the monochrome scanner now and an additional $12,500 for the conversion kit later.

$7,000 for a dual 2" x 2" slide scanner.

$18,000 for a film scanner including a continuous motion projector.

The scanner channel is common to both the film and the slide equipment.

The new color equipment uses a continuous motion projector developed by the Eastman Kodak Co. for use with the system's electronic flying spot which is its light source and film scanner.



GE's new tv color film and slide system.

Freedom from registration problems, high light level and automatic, mechanical and optical shrinkage control are claimed by GE for the new system. According to the firm the optical design gives a crisper, cleaner picture than now possible and with a minimum amount of noise. Arrangement of the mirrors reduces the effects of dust and dirt which present a "rainlike appearance" on home sets.

The 16mm continuous motion projector uses a special f. 1.6 projection lens and mirror system which reflects more than 95% of the source light. The projector system may be started or stopped on any frame without synchronizing the movement of the film with the field rate before the picture is telecast, thus minimizing sprocket hole and film damage.

Each film and slide scanning channel has its own flying spot scanner so that the entire system will not be out of operation if one of the light sources fails.

GE has been testing the new equipment at Syracuse, N. Y., and at KING-TV Seattle, Wash. Installation is expected to be available for other stations within a few weeks.

a grand old bird is the Pelican...

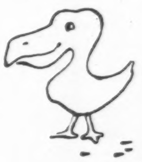
Whose Beak Holds More Than His Belly Can . . .

That's an old Cajun saying round South Louisiana . . . *interpret it any way you wish!* However, we want to reassure you that there's more *people* than *pelicans* in the South Louisiana area that WAFB-TV covers—some 600,000 people.

WAFB-TV has 200,000 watts to beam out your sales message not only to the 9 parishes in the Baton Rouge trade area with an annual buying income of $450,000,000—but also to many outlying South Louisiana cities, including Opelousas, New Iberia and Lafayette.

PROGRAMS?

Top rated shows from ABC, CBS and DuMont along with our own impressive local shows keep folks in this rich market area watching from sign-on to sign-off!



POWER?

200,000 watts. Enough to prompt one of our viewers 150 miles away to write us, and we quote: ". . . reception couldn't be clearer if we were sitting right on top of WAFB-TV!"

To put your sales message across to the non-pelican population of South Louisiana, get the facts you need from:

ADAM J. YOUNG, JR., INC.
National Representative

WAFB-TV
CHANNEL 28

BATON ROUGE, LA.
Tom E. Gibbens, Vice President & Gen. Mgr.

***KTVH BEAMS PRINCIPAL CITY SIGNAL OVER WICHITA**

Both the Wichita **ARB** and the **KTVH** area **PULSE** show at least 7 out of 10 leading film and network shows on **KTVH**. Programming and strength of signal offer you a profitable combination. *Take advantage of it, now!*

*Recent report from the FCC states that KTVH has a principal city signal over Wichita.

KTVH
HUTCHINSON

VHF
240,000
WATTS

CBS BASIC—DUMONT

CHANNEL
12

Represented Nationally by H-R Representatives, Inc.

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, General Manager.

BMI

BOOK PARADE

America's Most Widely Listened-to Book Program

In Current Release

THESE REVIEWERS:

Carl Sandburg; Tyrone Power; Robert St. John; Frances Parkinson Keyes; August Derleth; John K. Sherman; Daniel O'Flaherty; Laura Scott Meyers; Hon. Sterling Cole; Walter Spearman.

THESE BOOKS:

"An Almanac for Moderns"—Donald Culross Peattie
"Cavalry of the Sky"—Lynn Montross
"The Civil War"—James Street
"The Story of My Life"—Helen Keller
"Away All Boats"—Kenneth Dodson
"A Connecticut Yankee"—Mark Twain
"A Man Called Peter"—Catherine Marshall
"Atoms in the Family"—Laura Fermi
"Mrs. Candy Strikes it Rich"—Robert Tallant
"Roanoke Renegade"—Don Tracy

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

TV SET SHIPMENTS TOTAL 36 MILLION

NEARLY 36 million tv sets have been shipped to dealers by manufacturers, according to Radio-Electronics-Tv Mfrs. Assn. The specific figure is 35,677,818 sets, covering the nine-year period from 1946 through 1954. Shipments in 1954 totaled 7,161,362 sets. Following by states are the number of tv sets shipped from factories to dealers in the 1946-54 period:

State	Total	State	Total
Ala.	361,689	N. H.	120,842
Ariz.	123,925	N. J.	1,664,853
Ark.	179,862	N. M.	66,768
Calif.	3,129,919	N. Y.	4,754,300
Colo.	231,379	N. C.	555,087
Conn.	635,586	N. D.	56,736
Del.	108,845	Ohio	2,592,978
D. C.	351,174	Okla.	412,549
Fla.	554,183	Ore.	218,476
Ga.	559,164	Pa.	3,112,857
Idaho	70,295	R. I.	229,881
Ill.	2,487,747	S. C.	225,468
Ind.	1,029,462	S. D.	49,153
Iowa	565,117	Tenn.	461,774
Kan.	310,223	Tex.	1,366,244
Ky.	427,405	Utah	156,224
La.	391,164	Vt.	52,622
Me.	176,297	Va.	556,496
Md.	631,803	Wash.	492,729
Mass.	1,448,063	West Va.	297,733
Mich.	1,682,313	Wis.	724,469
Minn.	573,162	Wyo.	15,211
Miss.	146,951		
Mo.	918,661	U. S. Total	35,616,771
Mont.	39,396	Alaska	5,496
Neb.	278,876	Hawaii	55,551
Nev.	20,660	Grand Total	35,677,818

Standard Has New 10 Kw Unit

A NEW 10 kw tv transmitter designed for the vhf band and described as a high-quality, low-priced unit has been developed by Standard Electronics Corp., Newark, N. J., it was announced last week.

Outstanding features of the new transmitter, according to Standard, is the low initial investment of $55,000 and low power consumption of 30.2 kw at 90% power factor at black level. Standard also reports the unit offers reduced weight and smaller floor space requirements.

Jansky & Bailey Develops Wireless, Midget Microphone

WIRELESS microphone, contained in two cigarette case-size containers small enough to conceal in a performer's clothes, has been announced by Jansky & Bailey Inc., Washington radio and electronic engineering firm. The development is being demonstrated May 2-13 at the Washington Futurama show held at a downtown department store.

The Model 500 midget fm transmitter operates on 153.1 mc under a special, experimental FCC authorization. It incorporates a highly sensitive microphone and transmitting circuit in one case and a battery supply in the other. Power is .5 w peak input. The output of the wireless mike can be picked up from distances up to several hundred feet. The equipment is being used in Navy developmental work, including medical examinations where the patient's heartbeat and blood pressure can be recorded while he is undergoing physical exercise. Its use for tv or radio studio programs would obviate the need for fixed microphones or portable mikes with attendant cables, it was pointed out.

Raytheon Opens Midwest Unit

NEW warehouse and sales offices to speed the shipment of electronic tubes and related products to customers and dealers in the Midwest have been opened by Raytheon Mfg. Co., Waltham, Mass., at 9501 Grand Ave., Franklin Park, Ill., in the outskirts of Chicago. The warehouse also contains a modern engineering laboratory for handling commercial engineering problems.

Manager of the new warehouse is Alexander E. Blazis, formerly foreman in Raytheon's Quincy, Mass., receiving tube plant. C. R. Hammond, assistant vice president of Raytheon, has been named equipment sales manager.

SPEAKERS featured on the color-tv portions of the two two-day Tv Studio Lighting Conferences held April 4-7 at General Electric's Lighting Institute, Nela Park, Cleveland, are (l to r): Phil Wygant, production supervisor, WBAP-TV Ft. Worth, Tex.; Lorraine Andre, Cleveland model who posed for demonstrations of color values; Frank E. Carlson, GE tv lighting expert and conference co-chairman; Joseph F. Wiggin, specialist in broadcast studio section, GE electronics division, Syracuse; Reid R. Davis, NBC New York tv studio-field technical operations manager, and Joseph Bambara, CBS New York engineer in charge of special projects.

PAUL DeCLOUET (r) of the Camellia Broadcasting Co., Lafayette, La. (KLFY and forthcoming KLFY-TV there), signs an order with Wayne Marcy, sales engineer for Gates Radio Co., Quincy, Ill., for Gates audio equipment including a CC-1 console and turntables for the tv station, scheduled to go on the air July 1.

MANUFACTURING PEOPLE

Lawrence A. Appley, president, American Management Assn., elected director, Sylvania Electric Products Inc., N. Y.

Jean P. Gleis, plant manager, and **Kenneth R. Johnson,** general sales manager, Packard-Bell Co. (radio-tv receivers), L. A., elected vice presidents in charge of manufacturing and sales, respectively.

Everett W. Olson, communications director, Webster-Chicago Corp. (tape recorders, phonographs), Chicago, appointed advertising and public relations director, succeeding **S. T. Seaman,** who moves to John W. Shaw Inc., Chicago, newly-named Webcor agency, as group supervisor on that account.

MR. OLSON

George Cohen, eastern regional sales manager, Emerson Radio & Phonograph Corp., Jersey City, N. J., appointed service sales director.

Edward P. Steele, assistant manager, market research dept., Admiral Corp., Chicago, appointed manager, succeeding **Robert L. Anderson,** resigned.

Harold V. Childs appointed manager, field service engineering dept., Ampex Corp. (magnetic tape recorders), Redwood City, Calif.

Daniel R. von Recklinghausen, senior project engineer, Hermon Hosmer Scott Inc., Cambridge, Mass., appointed chief research engineer.

N. M. Marshall, broadcast tv sales manager, General Precision Lab, Pleasantville, N. Y., assumes new duties, assistant director, engineering products div.; **Joseph Belcher,** engineer and video recording specialist, promoted to industrial tv sales manager.

Edward F. Hamilton, formerly with Admiral Corp., Chicago, appointed special sales dept. representative, Hallicrafters Co., Chicago.

Albert H. Postle, assistant manager, production div., Sprague Electric Co., North Adams, Mass., appointed ceramic capacitors and printed circuits sales engineer.

SAFETY AWARDS GO TO RADIO-TV

National Safety Council presents annual awards to four networks, 110 stations and other media. Some advertisers also honored.

ONE television and three radio networks—NBC-TV, plus CBS, NBC and Rural Radio Network—along with 110 stations (84 radio, 26 tv) were announced last Tuesday as winners of the National Safety Council's non-competitive Public Interest Awards for 1954. Simultaneously broadcasters and other media were lauded for helping curtail accidents.

A number of top advertisers also were singled out for "exceptional service to safety," among them Chevrolet Motor Div. of General Motors Corp., DeSoto-Plymouth Dealers of America, Esso Standard Oil Co. and Standard Oil Co. (of Indiana). The National Safety Council also honored 10 general circulation and 30 specialized magazines, 34 daily and 11 weekly newspapers and 24 outdoor companies.

Executives from agency, broadcast, publication, newspaper, advertising and educational fields served as judges for the awards, given annually to public information media. Ralph Hardy, NARTB vice president, was one of seven judges.

In announcing the awards, Ned H. Dearborn, Council president, attributed "the downward trend in accidental deaths" the past year in large part "to the increasing amount of attention being given to safety by all kinds of public information media." He praised broadcasters and others for tackling the accident problem "with vigor, imagination and initiative," and interpreting it in such a way as to influence behavior, particularly on the streets and highways.

List of radio and tv stations follow:

RADIO STATIONS

CBL Toronto, Ont.; CJBC Toronto, Ont.; KBIZ Ottumwa, Iowa; KBST Big Spring, Tex.; KDKA Pittsburgh, Pa.; KDPS Des Moines, Iowa; KDYL Salt Lake City, Utah; KELO-AM-TV Sioux Falls, S. D.; KEX Portland, Ore.; KFAB Omaha, Neb.; KFBB Great Falls, Mont.; KFEQ St. Joseph, Mo.; KFH Wichita, Kan.; KIEM-KRED-FM Eureka, Calif.; KIMO Independence, Mo.; KING Seattle, Wash.; KLAC Hollywood, Calif.; KLMS Lincoln, Neb.; KLON Long Beach, Calif.; KMJ Fresno, Calif.; KMYR Denver, Colo.; KOMA Oklahoma City, Okla.; KOMO Seattle, Wash.; KONO San Antonio, Tex.; KOY Phoenix, Ariz.; KQV Pittsburgh, Pa.; KRKO Everett, Wash.; KRNT Des Moines, Iowa; KSCJ Sioux City, Iowa; KSUB Cedar City, Utah; KTHS Little Rock, Ark.; KVOO Tulsa, Okla.; KVR8 c/o FPO, San Francisco; KWIZ Santa Ana, Calif.; KXOB Stockton, Calif.; KYA San Francisco, Calif.; KYNO Fresno, Calif.; KYW Philadelphia, Pa.;

WASA Havre de Grace, Md.; WAVZ New Haven, Conn.; WCCO Minneapolis, Minn.; WCHS Charleston, W. Va.; WCKY Cincinnati, Ohio; WCOV Montgomery, Ala.; WEEU Reading, Pa.; WFPG Atlantic City, N. J.; WGRD Grand Rapids, Mich.; WHAM Rochester, N. Y.; WIP Philadelphia, Pa.; WISN Milwaukee, Wis.; WJAG Norfolk, Neb.; WJR Detroit, Mich.; WKBS Mineola, N. Y.; WKJG-AM-FM Fort Wayne, Ind.; WKNX-AM-TV Saginaw, Mich.; WKY Oklahoma City, Okla.; WLW Cincinnati, Ohio; WMBD Peoria, Ill.; WMOA Marietta, Ohio; WMOH Hamilton, Ohio; WMRN-AM-FM Marion, Ohio; WMSC Columbia, S. C.; WNOX Knoxville, Tenn.;

WOI Ames, Iowa; WOWL Florence, Ala.;

MORE THAN "JUST A TOWER"

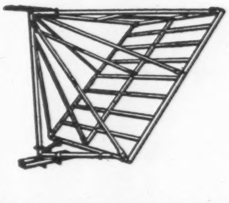
IT'S THE WHOLE JOB WRAPPED UP

From coast to coast you will find installations where TOWER'S "Package" service is paying off. We manufacture the tower and erect it—handle your job from the planning stage on through complete maintenance service.

A NEW HEAVY DUTY 600 FT. TV TOWER

Guyed type . . . heavy legs and braces . . . designed for 100 MPH wind and one-half inch ice load . . . hot dipped galvanized or shop coat of primer undercoat . . . supports all types of television antennas and coaxial feed line or wave guide . . . complete erection by experienced crews.

MICROWAVE TOWERS AND REFLECTORS



TOWER is a pioneer in Microwave towers and Microwave reflectors. We are manufacturers of famous Microwave passive reflectors used by the U. S Government, Bell Telephone System and leading manufacturers . . . TOWER reflectors are used widely by TV stations to direct microwave signal from studio to transmitter. We invite you to check with our satisfied customers.

Tower Fabricators
And Constructors
The World Over

TOWER
Construction Co.
SIOUX CITY, IOWA

N•A•R•T•B
BROADCASTING
TELECASTING
GOLF
tournament
at
Goose Creek
Country Club
Leesburg, Va.
Starting 9:00 A.M.
May 22
Silver Cups for Winners.
Send reservations today to any BROADCASTING • TELECASTING office.
▶ Bus leaves Shoreham & Sheraton Park Hotels May 22 at 8:30 a.m. SHARP.

JUDGING for the National Safety Council's Public Interest Awards for 1954, announced May 3, brought together these prominent executives (l to r): seated around table, Paul Jones, NSC public information director; Ralph W. Hardy, vice president, NARTB; Wesley I. Nunn, advertising manager, Standard Oil Co. (of Indiana); Norman Damon, vice president, Automotive Safety Foundation; Marie Burroughs, NSC radio-tv division, and Dan Thompson, Council's radio-television director. In background are Bill Perry (l) and Dick Lawrence, NSC radio-tv division. Messrs. Hardy, Nunn and Damon served as three of seven judges, with Mr. Damon as chairman of group. Others not shown were Robert R. Burton, vice president, Needham, Louis & Brorby Inc.; Hugh Curtis, editor, *Better Homes & Gardens;* Dr. Albert A. Sutton, professor of journalism, Northwestern U.'s Medill School of Journalism, and Basil L. Walters, executive editor, Knight Newspapers.

WPEP Taunton, Mass.; WPFB Middletown, Ohio; WPRO Providence, R. I.; WQAN Scranton, Pa.; WRNY-AM-FM Rochester, N. Y.; WROL Knoxville, Tenn.; WRUN Utica, N. Y.; WRVA Richmond, Va.; WSAY Rochester, N. Y.; WSB Atlanta, Ga.; WSGW Saginaw, Mich.; WSMB New Orleans, La.; WSVS-AM-FM Crewe, Va.; WTIC Hartford, Conn.; WTTM Trenton, N. J.; WUOT Knoxville, Tenn.; WWJ-AM-FM Detroit, Mich.; WWL New Orleans, La.; WWVA Wheeling, W. Va.

TELEVISION STATIONS

CBLT (TV) Toronto, Ont.; KCSJ-TV Pueblo, Colo.; KENS-TV San Antonio, Tex.; KING-TV Seattle, Wash.; KMJ-TV Fresno, Calif.; KPIX (TV) San Francisco, Calif.; KVTV (TV) Sioux City, Iowa; KWTV (TV) Oklahoma City, Okla.; WAAM (TV) Baltimore, Md.; WBAY-TV Green Bay, Wis.; WBZ-TV Boston, Mass.; WCPO-TV Cincinnati, Ohio; WDSU-TV New Orleans, La.; WFBC-TV Greenville, S. C.; WFMY-TV Greensboro, N. C.; WHAM-TV Rochester, N. Y.; WICU (TV) Erie, Pa.; WKJG-TV Fort Wayne, Ind.; WKY-TV Oklahoma City, Okla.; WLWT (TV) Cincinnati, Ohio; WNBQ (TV) Chicago, Ill.; WNCT (TV) Greenville, S. C.; WNOK-TV Columbia, S. C.; WREX-TV Rockford, Ill.; WTVJ (TV) Miami, Fla.; WWJ-TV Detroit, Mich.

Gold Reel Films Available

ANNUAL Gold Reel Film Festival of the Film Council of America was held in New York at the Waldorf-Astoria Hotel with about 400 16mm motion pictures entered in competition. A large number of the films, a council spokesman said, are available for free loan tv exhibition.

Among the winners and runnersup available for tv are "The Stranger," distributed by the Ford Foundation; "What Makes a City Great," produced for the Greater New York Fund by Transfilm; "Horizon of Hope," sponsored by the Alfred P. Sloan Foundation and distributed by Movies, U.S.A.; "The Changing American Market," distributed by Transfilm; "ABC's of Jet Propulsion," distributed by General Motors, and "Glass and You," distributed by Association Films.

EKN Seeks Nominations

NOMINATIONS for the outstanding young electrical engineer of 1954 are now open, according to John Craig, chairman of the award organization committee of Eta Kappa Nu Assn., national electrical engineering honor society. Candidates, Mr. Craig said, do not have to be members of the society but must be under 35 years old and have degrees in electrical engineering from colleges in the U. S. or Canada within 10 years prior to May 1, 1955.

Mr. Craig announced that the awards are made on the basis of social and civic accomplishments as well as technical achievements. Nomination forms may be obtained from A. B. Zerby, executive secretary of Eta Kappa Nu, P. O. Drawer C, Dillsburg, Pa.

AWARD SHORTS

John B. Adams, of Washington, public relations consultant, Government of Pakistan, and formerly with CBS, winner of government classification award from American Public Relations Assn. for segment of Pakistan public relations program, in which radio-tv played important part.

Galen Drake, CBS Radio personality and Housewives' Protective League director, WCBS New York, named "Homemaker's Best Friend" by Assembly of Brooklyn Jewish Women's Organizations.

Robert H. Martin, farm consultant, WPTF Raleigh, N. C., and president and manager, Raleigh Farmers Market Inc., named "Market Manager of the Year" by National Assn. of Produce Market Managers.

WGN Chicago presented President Eisenhower Award from Treasury Dept. for promotion of sale of bonds through department's family packet plan.

CBS-TV *Studio One* program, for Nov. 9, 1954 "An Almanac of Liberty," presented special award from Anti-Defamation League of B'nai B'rith as "year's outstanding example of the use of mass media for education in American democratic ideals."

Lewis & Martin Films Inc., Chicago, presented first award for tv commercials in annual competition of Art Directors Club of Milwaukee, for color commercial series prepared for Stark, Wetzel & Co. (meat packer), Indianapolis, Ind.

Heather Woodward, student, U. of Miami, Coral Gables, Fla., presented first annual $500 American Women in Radio & Tv scholarship and was honored last week at annual convention in Chicago.

Chuck Dulane, program director, WGAY Silver Spring, Md., presented annual distinguished service award of Silver Spring Junior Chamber of Commerce for efforts during 1954 on behalf of charitable organizations, civil defense, agriculture, public safety and civic groups.

Sammy Davis Jr., entertainer, presented W. C. Handy award of Dant Distillery Co. as winner of nationwide poll as country's outstanding tv guest star.

WOW-AM-TV Omaha and **WJAG** Norfolk, both Neb., presented awards from Nebraska Heart Assn. for initiative in promoting heart fund drive at 20th annual meeting of Nebraska Broadcasters Assn.

KTTV (TV) Los Angeles and Richfield Oil Corp., there, jointly commended by Los Angeles City Council and County of Los Angeles Board of Supervisors for collaboration in special telecast of Salk polio vaccine report from Ann Arbor, Mich.

WBZ-WBZA Boston-Springfield, Mass., presented annual highway safety award from Automobile Legal Assn. for public service highway safety campaigns.

Drue Smith, public affairs director, WDEF-AM-TV Chattanooga, Tenn., presented citation as "Woman of the Year" for greater Chattanooga area from Quota Club.

United Productions of America, Burbank, Calif., designated to receive top bronze plaque awards Oct. 18 of National Films for Safety Competition for *Hooray for Homer,* animated commercial film produced for Baltimore & Ohio Railroad, and *Mrs. Hazaerd's House,* live action film with UPA animated inserts, produced for Prudential Insurance Co.

WHOL Allentown, Pa., presented citation from President's Committee on Employment of Physically Handicapped in recognition of outstanding efforts expended in promoting equal opportunity for employment of physically handicapped.

Gilbert Forbes, news editor, WFBM-TV Indianapolis, Ind., presented award from B'nai B'rith women of Indianapolis for "strengthening community relationship and for outstanding Americanism." **Tom Carnegie,** WFBM-TV sports director, presented first annual achievement award in field of sportscasting from Alpha Epsilon Rho, national honorary radio-tv fraternity.

KNXT (TV) Hollywood's *Psychology on Tv,* conducted by Dr. Herman Harvey, U. of Southern California professor, presented second annual tv award of California Federation of Women's Clubs on April 16 program.

Frank Atkinson, manager, co-op dept., ABC, presented wrist watch as first prize winner in naming ABC employees social and athletic club in N. Y. "Mike & Camera Club."

Gretchen Jackson, women's program commentator, WBMS Boston, presented bronze plaque and scroll naming her "Woman of the Year" from Zeta Phi Beta, international interracial sorority, for "outstanding achievement in radio, journalism and community service."

Charles Shaw, news director, WCAU-AM-TV Philadelphia, for second consecutive year presented Better Understanding Citation from English-Speaking Union for "furthering understanding among the English-speaking peoples."

Paul Coates, star, *Confidential Files,* KTTV (TV) Hollywood, presented Torch of Hope award from City of Hope organization for "outstanding endeavors" on behalf of afflicted children.

Eleanor Powell, star, *Faith of Our Children,* KRCA (TV) Hollywood, presented award by Los Angeles Urban League for encouragement of interracial relationships through her program.

Curt Gowdy, sportscaster, WHDH Boston, presented original of artist Bob Coyne's caricature drawing of Mr. Gowdy, which appeared in *Boston Record,* by Benjamin Bartzoff, WVOM Brookline, Mass., and Helen Horrigan, Chambers & Wiswell Inc. (adv.), Boston, at meeting of Radio-Tv-Adv. Executives Club of New England.

WPTZ (TV) Philadelphia presented special award of merit from Red Feather-United Fund agencies of that city.

Carlitos Chan, announcer, WMAQ Chicago, presented award from American Legion, Dept. of Illinois, for "unselfish distinguished service . . . for betterment of the community, state and nation. . . ."

CBS-TV "Smoke" presentation on *Suspense* show, May 4, 1954, chosen best mystery tv play of 1954 by Mystery Writers of America, which awarded "Edgar" to **Gore Vidal,** adaptor of "Smoke" from Author William Faulkner's short story.

Robert W. Sarnoff, executive vice president, NBC, named "Young Man of the Year in Marketing" by Assn. of Adv. Men & Women, N. Y., for new sales and program patterns designed to make broadcasting more useful to advertisers; for interest in problems of marketers; for creating "most comprehensive merchandising program in the history of broadcasting," and for "combination of youth, experience and leadership which he embodies, and which are an inspiration to young people entering the field of marketing and advertising."

L. R. Rawlins, general manager, KDKA Pittsburgh, presented Charles Earhart Award of Pittsburgh Sales Executives Club for outstanding activities for club during past year.

Alice Jackson, WJAR-TV Providence, R. I., presented award of merit from American Legion, Dept. of Rhode Island, for "outstanding and generous contribution to the success of the American Legion programs in Rhode Island"; **Rikky the Clown,** personality, WJAR-TV *Tip Top Circus* program, presented award from Rhode Island Heart Assn. for efforts during 1955 Heart Fund campaign.

Get the NEW
STANDARD
for '55

STANDARD
ADVERTISING
REGISTER

have
advertising facts
at your fingertips

When you want competitive information about the leading business firms spending 95c out of every national advertising dollar — keep the new 1955 STANDARD ADVERTISING REGISTER handy!

Here you'll find 14,000 leading advertisers with 60,000 executives listed by title — the advertising agency handling the account — amount spent — extent of distribution — over 15,000 brand names!

Let us send you all the facts about the new 1955 "Red Book". A line on your letterhead will bring them to you by return mail.

The Register Contains

- The Advertiser, Address, Capitalization
- Products with Trade Names
- Corporate Executives
- Advertising Manager
- Sales Manager
- Printing Buyer
- Advertising Agency Handling Account
- Account Executives
- Advertising Media Used
- Advertising Appropriations
- Character, Extent of Distribution

THE AGENCY LIST

Standard source of information about 3,000 U.S. and Canadian advertising agencies with data on their recognition, personnel, and over 30,000 clients. Issued three times a year — the AGENCY LIST is part of STANDARD'S complete service or may be purchased separately.

AGENCY LIST

STANDARD REGISTER

Free Write for colored illustrated booklet giving full information about the STANDARD ADVERTISING REGISTER and Supplementary Services. It's yours for the asking.

NATIONAL REGISTER PUBLISHING CO., INC.
130 West 42nd St. 333 N. Michigan Ave.
New York 36, N. Y. Chicago 1, Illinois

Now it costs less to sell
MINNEAPOLIS
ST. PAUL

Maximum power at minimum cost.
Ask your H-R representative about choice availabilities.

ASK H-R

316,000 watts on Channel 9

KEYD TV 9

Offices, Studios, Transmitter
FOSHAY TOWER
Minneapolis

Represented Nationally by H-R TELEVISION, INC.

Always the Best Independent Buy in the Market

the AIMS station!

Boston	WCOP	New Orleans	WTIX
Cleveland	WDOK	New York	WINS
Dallas	KLIF	Omaha	KOWH
Denver	KMYR	Portland,Ore.	KXL
Des Moines	KCBC	San Antonio	KITE
Evanston, Ill.	WNMP	San Francisco	KYA
Evansville, Ind.	WIKY	Seattle	KOL
Houston	KNUZ	Springfield,Mass.	WTXL
Indianapolis	WXLW	Stockton,Cal.	KSTN
Jackson, Miss.	WJXN	Syracuse	WOLF
Kansas City	WHB	Tulsa	KFMJ
Huntington, L.I.	WGSM	Wichita,Kan.	KWBB
Louisville	WKYW	Worcester,Mass.	WNEB
Milwaukee	WMIL		

Canada
Calgary, Alberta, Canada CKXL
New Westminister, B.C. CKNW

Only one in each market

ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS
AIMS

Membership by invitation only

RADIO GROUP

GE Transmitter, Equipment Ordered by WTTW (TV)

CHICAGO Educational Television Assn. has signed a contract with the General Electric Co. to provide transmitter and studio equipment for its forthcoming educational, non-commercial tv station, WTTW (TV).

Station plans were announced at a news conference in Chicago Tuesday, based on a projected 30-hour weekly schedule for WTTW when it begins regular operation about Sept. 1. Test patterns are slated to get underway late this summer, according to Dr. John W. Taylor, executive director.

Other developments are (1) station will program at the outset from 4-10 p.m., Monday through Friday; (2) construction work has begun at the Museum of Science & Industry which will house offices and studios; (3) WTTW is negotiating for studio space in Chicago's loop for training personnel and airing test patterns and (4) a transmitter will be installed atop the Field Bldg. in July.

Tv News Institute Begins At Northwestern U. June 21

ALL PHASES of television news programming and production will be covered by Northwestern U.'s Medill School of Journalism in a Television News Institute slated to be held June 21 through July 30 in Evanston, Ill. Medill's new closed-circuit tv news studios will be open for inspection.

The courses are open to professional newsmen and advanced graduate journalism students and teachers. Among those radio-tv newsmen scheduled to speak thus far are William Ray, NBC Central Div.; Jack Shelley, WHO Des Moines; Spencer Allen, WGN-TV Chicago; George Faber, CBS Chicago (news film manager), and William Warrick and Jack Chancellor, NBC Central Div.

Florida Passes Measure For University Tv Outlet

A BILL that would authorize the U. of Florida at Gainesville to establish and operate a television station has been passed by the state's House Committee on Higher Education. Rep. Farris Bryant, who introduced the measure, told the committee there are private tv interests which are competing among themselves to give the university equipment.

Although Rep. Bryant refused to disclose who the interests are, he assured the group that "The university would not be obligated to anyone." The bill as reported out did not include any appropriations. Rep. Bryant said he would take this up with the appropriations committee later.

Audience Board Starts Tv Commercials Preview

NEWEST activity of the National Audience Board—previewing of tv film commercials [B•T, April 4]—started Saturday when a number of Revlon cosmetic, Congoleum, Nairn and Colgate commercials were to be previewed at Samuel Goldwyn studios, Hollywood, at the invitation of John W. Loveton Productions.

Civic and cultural leaders of 22 southern California groups, headed by Mrs. Florence Thalheimer, program director of former educational KTHE (TV) Los Angeles, will constitute the previewing board, according to NAB spokesmen. An advisory board of broadcasting and advertising executives are formulating the criteria by which the commercials are to be judged, the spokesmen noted.

This fall, when 900 California members will convene in Los Angeles for a meeting, awards will be presented to advertisers for outstanding commercials, NAB announced.

Author Barkins Defends Tv As 'Vital Educational Asset'

TELEVISION is "a definite, vital educational asset" from which a child can receive a "practical, liberal kind of education," according to author Evelyn Barkins.

These comments are contained in a new book on family life, entitled *Four Children for the Doctor,* which was published Thursday by Frederick Fell.

In her book the author asks: "Where else can the average, sheltered, gently-nurtured, modern child get such a wholesome closeup of the sometimes seamy, but authentic, face of current life? How else, moreover, could this necessary and often disturbing lesson in realism, that we must all sooner or later learn, be less painfully or more pleasantly learned [than on television]?"

In programming, Miss Barkins finds, there are a good many good shows in every category. And she notes, often the most critical of tv's program quality are clandestine tv watchers and enjoyers.

The author asserts that her family, at first steadfastly refusing to yield to tv viewing, finally purchased a set after becoming convinced that tv was no "passing fancy" and to "shun it . . . was not only unnecessary, but unrealistic and unintelligent, too." Tv, she writes, "is a family occupation."

RCA-NBC Scholarship Set Up

SYLVESTER L. WEAVER Jr., president of NBC, has announced that an RCA-NBC scholarship and fellowship program has been established to help perpetuate high standards in radio and tv. Mr. Weaver also said NBC had inaugurated a special "Presidents Award" of between $4,000 and $6,000 for a person between 25 and 35 who has shown outstanding talent and creativeness in the field of drama. Drama schools of Yale U., Carnegie Institute of Technology and Iowa State U. will share in the scholarship and fellowship grants.

WRCA-TV Forms Workshop

TV WORKSHOP has been established by WRCA-TV New York for the production of experimental programs in cooperation with various educational institutions, actors' groups, museums and other cultural groups, Steve Krantz, station program manager has announced. Ideas are to be contributed by the station's program staff "to encourage group planning in program matters."

The workshop's first program will be *The Analyst,* presented in cooperation with the New York State Society for Mental Health.

REVERSAL PROCESSING FOR TV

Specializing in one day Reversal Processing and Duplicating for television. Special attention and temperature control within .2 of one degree insure perfect density prints for TV.

Write for free catalogue.

NATIONAL CINE LAB
Box 4425 Washington 17, D. C.

ITA Constructs First Tv Station in Croydon

FIRST Independent Television Authority station in Britain is now being built in Croydon, Surrey, and will start commerical operations in September. Two additional transmitters for the British commercial television system are proposed for Lancashire and Yorkshire.

A total of 63 tv film producers in Britain are now actively preparing to provide filmed program material for the commercial stations and 88 advertising agencies have, according to their own announcements, established special tv departments.

At the Shepperton Studios, first production for the British commercial television system has been stopped due to a strike of technicians organized by the ACT labor union. ACT instructed its members not to work for Future Productions, which is to make the first British film for domestic commercial exploitation by Associated Rediffusion, one of the contractor companies for program time of the ITA.

BBC-TV has a daily adult audience in Britain of 31.9% of the 37 million population, it is indicated in a survey prepared for Radio Luxembourg by Social Surveys Ltd. Despite a substantial increase in the total audience during past two years, average of 2.7 viewers per set was maintained, according to the survey. Percentage figures on the British tv audience: 52.2% are women; 40.5% are 45 years old or older, and 61.5% belong to the "below average" income group. Most popular British program reported is the *Fabian of Scotland Yard* series which got a 27.2% rating or a total audience of 10,880,000.

The survey shows that Radio Luxembourg which has been broadcasting commercial, English-language programs for many years has not only resisted any impact caused by BBC-TV but has, on the contrary, added to its audience. BBC Radio, on the other hand, was severely hit by the increasing popularity of BBC-TV programs, according to the survey.

Radio Still Vigorous, Canadian Advertisers Hear

"THOSE are not dirges you hear from radio stations, but singing commercials," Finlay MacDonald, manager of CJCH Halifax and immediate past president of the Canadian Assn. of Radio & Television Broadcasters, told some 400 Canadian advertiser and agency executives at the opening of the 40th annual convention of the Assn. of Canadian Advertisers at the Royal York Hotel, Toronto, on May 3.

Mr. MacDonald told the advertising executives that the number of radio sets in use in Canada had grown from three million in 1946 to over six million today. In 1946 there were 27,000 car radios, he reported, while today there are over one million cars with radio receivers. He reported that there is a microphone on every main street of every small town of Canada.

Mr. MacDonald told the advertisers that in the last year radio stations had a chance at self-analysis and "it did not stop at our operations. We are looking over our audiences, finding out what they like, how they work and how they play. We discovered that people are used to radio all the time, no matter what they are doing. We have just about reached saturation of Canadian homes. Billings are greater than ever. Add this to the tremendous growth of out-of-home listening, especially in automobiles and the incredible new little portable models, and you have a picture of a medium bursting with health and vitality. Radio can best handle news, music and home-town affairs. Radio is not dead, radio never left home, radio never went away."

The CARTB presented a new sales approach to Canadian advertisers in the form of a two-act play, "Crisis in Studio A," in which a mythical station, CACA, went off the air in the midst of a newscast and a silk-hatted "medium" came in to state he had stopped all radio stations operating in the entire world, because he did not think anyone was listening to radio today. Station staff, listeners and advertisers presented the "medium" with facts and figures on how essential radio is today and the vast mass audience available at all times of the day and night. In the end the "medium" was convinced that people still listened to their radio sets, that radio served a useful purpose and broadcasting was resumed.

Canada Tv Set Sales Rise

CANADIAN TELEVISION receiver sales in the first three months of 1955 totaled 166,462 sets valued at $51,419,791, compared with sales of 111,399 sets in the same period of 1954. Bulk of sales, approximately 130,000 units, were sets with 21-in. screens. More than a third of the sales were in the province of Ontario, 63,324 sets; 38,698 sets in Quebec province, 17,391 sets in the Atlantic Coast provinces, and 47,049 sets in the four western provinces.

Sales, Production Deals Made by Official in Britain

GROUP of overseas sales and production transactions were completed by Harold Hackett, president of Official Films, New York, who returned to the home office last week after a two-week business trip in Great Britain and Sweden.

Mr. Hackett sold Official's *My Hero* and *Colonel March of Scotland Yard* series to Associated Broadcasting Co. for showing over commercial channels in London and Manchester.

He said that commercial television will begin in London this September and in Manchester and Birmingham in January 1956. As presently organized, channels are allocated to Associated Broadcasting Co. in London on weekends; to Rediffusion in London Monday-through-Friday; Associated Broadcasting in Birmingham, Monday-through-Friday; to Morris Winnock, in Birmingham, on weekends; Rediffusion, in Manchester, weekends, and Morris Winnock, in Manchester, weekdays.

Mr. Hackett also reported that Official has entered into a co-production arrangement with Sapphire Films Ltd., London to produce three filmed series. They are *The Adventures of Mr. Pastry*, starring British comic Dickie Herne; *Tangiers*, an adventure series shot on the African Coast, and a program anthology series centering around historical figures such as Chopin, Disraeli, Abraham Lincoln and Napoleon.

Cornberg to Aid British Tv

SOL CORNBERG, director of studio and plant planning for NBC, has accepted an invitation to travel to England as a tv consultant to Sidney L. Bernstein, chairman of Granada Theatres Ltd. He will leave for London July 1 to assist Mr. Bernstein in the design of a new tv station to be located in Manchester. Mr. Bernstein controls one of the four companies granted a commercial license by Britain's Independent Television Authority.

IN EVANSVILLE INDIANA

50
WISE
BUYERS
CHOOSE
THRIFTY
FIFTY

COMPLETE COVERAGE

WEHT covers ALL of the rich Indiana, Illinois, Kentucky Tri-State.

UNDUPLICATED CBS-TV COVERAGE

Fringe area VHF reception of other stations does NOT include CBS network.

REALISTIC RATES

WEHT's realistic cost per thousand, has budget-minded accounts parlaying smart buys into sales every day.

Represented by MEEKER TV and ADAM YOUNG—St. Louis

WEHT CBS

CHANNEL 50

WTVD
DURHAM-RALEIGH

now
has
232,020
TV SETS (source: Television Magazine)
More Sets than
JACKSONVILLE, Florida
or
RICHMOND,
Virginia

WTVD
DURHAM-RALEIGH
CHANNEL 11
NBC-ABC
Call HEADLEY-REED

REBEL HARVEST

REBEL HARVEST is being reaped in Georgia by WRBL-TV Columbus. The station is digging up five basic soil types in the Georgia-Alabama area and distributing them to principal timebuyers through direct mailings. Timebuyers also are receiving a desk-top garden box, a small package of special nutrient, a "secret seed" and easy-to-follow instructions for "gardening." The first 10 to identify the "surprise flower" that blooms and contact WRBL-TV will receive "10 green, negotiable bills bearing the picture of the man who was first to be called to leave his farm and his green-thumb hobby to serve his country."

POLIO LOLLIPOPS

TAGS with attached lollipops are being passed out to first and second graders being inoculated for polio by WHOP Hopkinsville, Ky. The tag reads, "I'm lucky—I've had Salk vaccine! WHOP is proud of me!" and has a "Fight Infantile Paralysis" sign printed on it. WHOP staffer Katherine Peden has been Christian County campaign chairman for the fund drive there for two years and several years ago organized the first Mother's March in the county. The station has worked over the years to assist in the polio campaigns and believes it has been a contributing factor in promoting and publicizing the National Foundation in its research and in making the fund drives in the area a success. It thinks the lollipops will brighten up an ordeal for the youngsters "that finds us grownups flinching."

'NAME THE SPONSOR'

"NAME THE SPONSOR" contest is being conducted by KTIV (TV) Sioux City, Iowa. Persons obtained entry blanks at the station's booth at the sixth Annual Siouxland Exposition at Sioux City Auditorium April 22-24. Thirty-five thousand people attended the show and thousands picked up entry blanks, according to the station. The blank lists the 46 programs carried by KTIV during the week and contestants must list the names of each program's sponsor. A statement, "I like to watch KTIV because . . .," is to be completed in 25 words or less as a tie-breaker. Prizes will include $500 worth of furniture. The contest, coming at the daylight time change, is designed to familiarize viewers with KTIV's summer schedule.

A THREE-DAY color tv clinic for agencies and advertisers was held by WDSU-TV New Orleans and NBC-TV officials April 6-8. L to r: Tom Hicks, WDSU-TV vice president in charge of programming, and Robert D. Swezey, WDSU-TV executive vice president and general manager, discuss *Peter Pan* art work with NBC-TV color consultants Ed Bennett, Norman Grant and Dick Smith.

GOODWILL DINNER AIRED

EIGHTEENTH annual goodwill dinner of the Massachusetts Committee of Catholics, Protestants & Jews was televised May 5 by WNAC-TV Boston. The dinner, aired 9:30 p.m. to 10:30 p.m., is dedicated to citizens who believe in and respect the rights and dignity of the individual. This year the event honored Jack Benny, CBS comedian, Gen. Walter Bedell Smith, former Under-Secretary of State, and Gov. Theodore R. McKeldin of Maryland, for making brotherhood a way of life. Toastmaster was Maxwell M. Rabb, secretary to the cabinet and special counsel to the President.

CORDIC AND OMICRON

REGE CORDIC, popular disc jockey on KDKA Pittsburgh, has been made an honorary member of the 147th Fighter Bomber Squadron of the Pennsylvania Air National Guard. The squadron already has been using a drawing of Mr. Cordic's program character, "Omicron," as its insignia. The disc jockey has about a dozen different characters on his *Cordic & Co.* show and "Omicron" is his voice recorded at 45 rpm played at 78 rpm. The presentation ceremony coincided with the opening of the current recruiting drive there, which Mr. Cordic plugged several weeks beforehand on his program.

'TODAY' ESSAY CONTEST

ESSAY CONTEST is being conducted by a number of tv stations throughout the country on why NBC-TV's early-morning show, *Today*, should pay a visit to the cities where the stations are located. Contestants may win local awards and a national prize of a trip to New York to read the winning letter to Dave Garroway, m.c. of *Today*.

EDITORS TO NEW ORLEANS

FIFTEEN trade paper editors and New York newspaper and magazine columnists were flown to New Orleans April 19 by the Motion Picture Advertising Service Co. for the premiere on WDSU New Orleans of *Official Files, New Orleans Police Department*, a new tv film series now being distributed by U.M.&M. Corp. The latter firm is an amalgamation of Minot Tv Inc., New York, Motion Picture Advertising Service Co., New Orleans, and United Film Service Inc., Kansas City.

CITIZEN-PRODUCED TV SHOW

SERIES of Saturday afternoon citizen-produced tv programs has been introduced on WJHP-TV Jacksonville, Fla., under the supervision of Daniel F. Wozniak, assistant professor of journalism at Florida State U., Tallahassee. The series is in conjunction with a course taught by Mr. Wozniak in cooperation with the general extension division of the school and WJHP-TV. The course consists of a workshop instructing interested laymen in the use of the facilities of the commercial station for public service programs. The WJHP-TV series is produced by production teams from the class with students rotating in production capacities.

SUCCESSFUL RADIO CAMPAIGN

A CAMPAIGN of 12 daily spot announcements on KBIG Avalon, Calif., not only brought excellent local response to advertiser Kelly-Bilt Clothes, Oceanside, Calif., but within 24 hours the store received substantial mail orders from an area covering eight Southern California counties. In a letter to the station, Dan Lawrence Co., San Diego, stated that half of the orders were accompanied by money orders and checks, and concluded. "Count us as a very happy agency with a very happy client." The clothing firm has expanded its original order with KBIG.

THE LATEST
WCKY
STORY

What in Radio Can You Buy for 6¢?

Here's What!
1,000 Listening Homes
Here's Where!
823,500 Homes in 10 Southern States*
Here's How!
WCKY Open 1 minute rate...... $50.00
823 | 50.00 | .06.

* WCKY Audience, according to Nielsen Coverage Service.

WCKY CINCINNATI

Where in Radio Can You Buy More for 6¢?

RADIO WANT-AD

TO FIND a replacement for Connie Page, program hostess who was leaving the station, KTNT-TV Tacoma, Wash., went newspaper classified one better and ran its own "help wanted" ad. By means of one-minute live spots and 20-second plugs, the station sought a new tv personality for its *Home Show*. Hundreds of letters came in, according to KTNT-TV, some from as far north as Vancouver, B. C., and south from Astoria, Ore. Top applicants were asked to appear on both closed-circuit tv and the live *Home Show*. Viewers were asked to write in their choice of a hostess. A young housewife and former fashion model, Peg Carpenter of Puyallup, Wash., was the final choice of viewers and station officials.

'SUNDIAL SATURATION SERVICE'

WDRC Hartford, Conn., has sent to clients a new brochure on its "Sundial Saturation Service." The service, developed by William F. Malo, commercial manager, is based on "sufficient frequency and repetition for real impact." The brochure outlines how the service works, showing how it can be adapted to any budget, can be used on short notice and "can go to work for you right now."

'YOUR NAVY SHOW'

NEW series designed to show the U. S. Navy at work—at sea, in the air and on land—and to show the public that Navy life is similar to that of civilians has been started on WGN-TV Chicago. Titled *Your Navy Show*, the program features talent from the Ninth Naval Command and Robert Trendler and his WGN orchestra. Adrienne Falcon serves as m.c. of the show, which includes film clips of various Navy activities.

SYNTHESIZER BROADCAST

WGMS Washington April 27 at 7:05 p.m. broadcast for the first time in the city the results of the electronic sound synthesizer developed and recently introduced by the David Sarnoff Labs, Princeton, N. J. The electronic synthesizer, according to WGMS, "is a music making device that can, in theory, originate any sound and any voice. Therefore, by mechanical means alone, music can be produced which does not originate with any musician or musical instrument." Members of the press, electronics industry and music and hi-fi fields heard a preview of the music and explanatory talks that same day before the broadcast. Musical examples were introduced with especially transcribed remarks by Brig. Gen. David Sarnoff.

Coincidental Sales

AS A MEANS of enabling salesmen to tailor their "pitch" for a specific program to a specific account, WOR New York account executives have been provided with an all-transistor, pocket-size radio which they carry with them to appointments with agency timebuyers. Salesmen are arranging appointments with timebuyers to coincide with the time of the program offered for sale. For instance, if the appointment is for 1 p.m. EDT, timebuyers will listen to *Luncheon at Sardi's* as well as a presentation about the show.

'MAGIC CARPET' CONTEST

CARIBBEAN vacation for two is the prize being awarded by Dorsey Connors of WNBQ (TV) Chicago in a "magic carpet" contest on her nightly travel series. Viewers are asked to write in 50 words why they think a relation or friend deserves such a trip to Cuba, Haiti, Nassau and Miami Beach. Travel editors of four Chicago newspapers will serve as judges of the contest.

TORONTO FOLLOWS CHICAGO

THE DOWNTOWN Businessmen's Assn. of Toronto Inc. has taken a leaf from the success story of Chicago's State Street Council and embarked on a radio spot announcement campaign to lure shoppers downtown [B•T, April 25]. The association started its drive March 15 with 14 150-word spots each day on three stations and on April 11 increased coverage to four outlets with 18 announcements per day. Live and recorded spots are being aired on CHUM, CKFH, CFRB and CKEY.

CKTB BROCHURE

CKTB St. Catherines, Ont., has issued a 20-page illustrated brochure on its operations for agency timebuyers. The booklet contains pictures of industrial expansion in the area, coverage maps, directory of manufacturers, lists of local and national advertisers, examples of CKTB programming and statistics on population in the area.

WFMT (FM) HI-FI BROADCASTS

WFMT (FM) Chicago will broadcast from special studios at the 1955 High Fidelity Show in Chicago's Palmer House Sept. 30-Oct. 2, and other stations specializing in hi-fi will maintain exhibits at the exposition, it has been reported. The special broadcast feature was announced jointly by Bernard Jacobs, WFMT manager, and S. I. Neiman, president of the show. WFMT will maintain a specially constructed broadcasting studio, airing music, drama, poetry and discussion fare.

'McGILL U. ON THE AIR'

CFCF Montreal for the third year is airing a weekly program, *McGill University on the Air*, in which university students have a chance to learn something about the programming, advertising and broadcasting facets of commercial radio.

NEGRO PULSE FINDINGS

FINDINGS of a Pulse study of the Negro radio market in New York have been prepared in a brochure by WWRL New York, which claims the Feb. 14-18 test of 600 Negro families in the New York area shows the station to be the "best buy" among radio outlets serving this segment of the population in the periods of 9-11 a.m., 2-5:30 p.m. and 10:30 p.m. to midnight. WWRL's figures, based on Pulse ratings and share of audience per quarter-hour, are computed on "comparative average cost per thousand." According to the data, the Negro population in the market is 1,100,872. Areas tested by percentages: Manhattan, 46; Bronx, 15; Brooklyn, 22; Queens, 10, and New Jersey, seven.

NAME THE PROGRAM

WMTW (TV) Poland Spring, Me., conducted a contest to name home economist Edith Webber's new cooking show on the station and pulled over 16,000 entries. Mrs. Lena Gardner of Portland, Me., was winner with the title, *Cook-*

WKMI
KALAMAZOO
Western Michigan's
Most Powerful
Independent
Serving the
Kalamazoo-Battle Creek
270,000
Metropolitan Area
★
5,000 Watts
Full Time • at 1360
Steere Broadcasting Corporation
Nat'l Rep., Forjoe

MAGNIFY YOUR SALES
IN THIS STABLE $140,000,000.00
MARKET
•
University City
•
Rich Lumbering and Agricultural Area
CBS
KGVO-TV
MISSOULA
MONTANA
GILL-PERNA, reps.
167 Mountainous Miles from Spokane

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CHNS
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THE
SIGNBOARD
OF
SELLING POWER
IN THE
MARITIME PROVINCES
ASK
JOS. WEED & CO.
579 Fifth Ave., New York
He Has the Reasons Why!
5000 WATTS—NOW!

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SLANDER
PIRACY
COPYRIGHT
VIOLATION
Our special
INSURANCE
answers the problem
of claims in this field
ADEQUATELY • INEXPENSIVELY
WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE
CORPORATION
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

PRINCIPAL'S
OFFICE
PRIVATE
Robbie
Robinson

"Now don't tell me you stayed home to listen to KRIZ Phoenix, too?"

TAPE DUPLICATION
Unrivalled capacity, fast complete service—Multiple destination mailings. Experienced engineers—Ampex installations assure quality.
RECORDED PUBLICATIONS LABS.
1558-70 Pierce Avenue Camden N. J.
Cam.: WO 3-3000 • Phila.: WA 2-4649

ing Can Be Fun. Prizes included a choice of major appliances and a dozen bonuses ranging from a mattress to enough paint to do a famliy home.

First Aid by Tv

REGISTERED applicants for first aid course given on WNHC-TV New Haven during a 20 half-hour program series were awarded "Tv Certificates of Recognition in First Aid" at conclusion of *If Disaster Strikes* series. Certificate can be applied to regular Red Cross first aid certificate. Station reports nearly 600 viewers registered for the course. Because of its success, a new series is being planned to start in the fall.

CKLB'S CARBON COPIES

BECAUSE many local organizations and clubs keep scrapbooks about their activities published in newspapers and magazines, CKLB Oshawa, Ont., now keeps carbon copies of its news announcements about such organizations. The carbon copy is sent to the local organization with a note mentioning the time and date the item was broadcast over the station. As a result, CKLB has received a sheaf of thank you notes from top executives of big companies like General Motors, as well as from local Boy Scout troops.

WHAT LISTENERS WON'T HEAR

INDIVIDUAL disc jockey personality recordings are being utilized by WKDA Nashville, Tenn., to show the listening audience what they "will not hear" on the station. The promotional gimmicks contain brief satirical sketches designed to show listeners what will not be aired over the air as well as to emphasize what they will hear on the station's *"Happy Musicland . . .* all day, every day, over WKDA."

'WINKY DINK' KITS SOLD

SALE of "Winky Dink" kits is expected to pass the three million mark early in May, Barry, Enright & Friendly, packagers of the CBS-TV program, *Winky Dink and You* (Saturday, 11-11:30 a.m. EDT; Sunday, noon to 12:30 p.m. EDT), reports. Edwin S. Friendly, vice president of the packaging firm, said that through April 15, 1,345,200 kits had been sold on the air, 1,730,300 through retail outlets and another 260,900 as "super kits."

PUPPIES AND A HELICOPTER

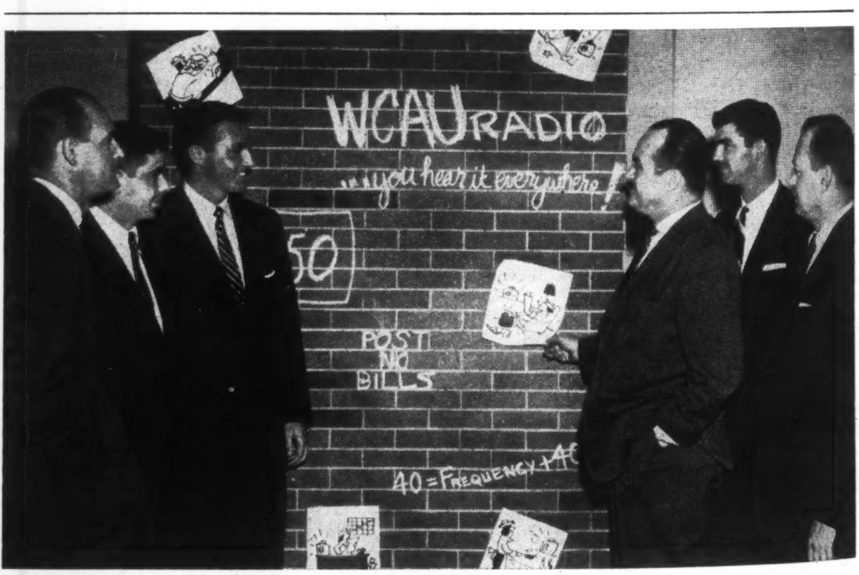
A HELICOPTER was used by John Coons to deliver puppies to 12 Chicagoland children as prizes in the "Name the Puppy" contest on *Noontime Comics* on WNBQ (TV) Chicago. Called "Operation Puppylift," the project called for "Uncle Johnny Coons" to deliver cocker spaniels or beagles to Jewel Food store parking lots in three Chicago suburbs—Bensonville, Aurora and Libertyville. The program is sponsored by Lever Brothers Co. (soaps and other household products), New York.

WCPO-TV AIRS POLIO SHOTS

REMOTE telecast of first and second grade children of the Cincinnati public schools receiving their Salk polio inoculations was staged April 27 by WCPO-TV there. The remote began at 9:15 a.m., just as the youngsters started into the gymnasium of the Cummins School for the shots. Newscaster Bob Otto interviewed Cincinnati Health Dept. officials, doctors giving the shots and parents of the children being inoculated.

'OPERA THEATRE' RETURNS

TOTAL of 2,500 requests has prompted WNMP Evanston, Ill., to bring back its *Opera Theatre* series starting April 30, according to Lewis LaMar, assistant general manager of the station. He claims the series, which features complete opera programs, is the only one of its kind on the air today and will have a longer run (21 weeks) than any opera series. The program is aired each Saturday at 3 p.m. and was brought back by listeners' requests. WNMP has been collecting and auditioning records for the series for the past six months.



SUMMER CAMPAIGN plans and slogan of WCAU Philadelphia are unveiled by Robert N. Pryor (4th r), WCAU vice president in charge of public relations and promotion, at April 21 meeting with CBS Radio Spot Sales representatives. L to r: Ray Kremer, Chicago office; Pete Storer, New York; Dick Schutte, Los Angeles; Jack Donahue, Chicago, and Bob Dooley, New York.

Zooing and Viewing

THE OLDEST ZOO in America is promoting itself via the newest medium—and it's really paying off. The Philadelphia Zoological Gardens, which lays claim to that venerable title "oldest zoo in America," began to use television 15 years ago in the experimental days of WPTZ (TV) there. Since that time, according to Roger Conant, curator of reptiles and public relations, attendance has risen steadily, with the exception of seasons with a large number of rainy weekends.

Zoo attendance 15 years ago averaged 400,000 per year. It passed the half-million mark in 1945 and has been going up since. The record attendance was registered in 1951 with 857,901; last year saw 739,701 pass through the turnstiles. The figures represent money inasmuch as the Philadelphia Zoo, unlike most zoological parks, obtains most of its operating revenue through admissions. Films of zoo activities are now used on all three Philadelphia tv outlets (WFIL-TV, WCAU-TV and pioneer WPTZ) as well as by outside stations (WDEL-TV Wilmington, Del.; WGBI-TV Scranton, Pa., and WGLV (TV) Easton, Pa.). Latest innovation is a 15-minute color program on WFIL-TV.

AD AWARD BROCHURE

HENRY J. KAUFMAN & Assoc., Washington agency, has prepared a promotion brochure covering the various ad awards won by the agency. An attached note says, "The only reliable way to judge an advertisement . . . say some admen who never win awards . . . is by the sound of a cash register ringing up sales. Some of our best friends are cash registers, but we like it when advertising we prepare also achieves award recognition for our clients." The booklet describes the many awards won by Kaufman, from eight at the annual National Advertising Agency Network meeting to staffer Betty Gwyer's "Washington Ad Woman of the Year" award.

PRESS GETS A PLANE RIDE

TO CELEBRATE the second anniversary of the *Music 'til Dawn* program on KNX Hollywood, April 28, station executives joined sponsor American Airlines in inviting trade and newspaper press to a three-hour afternoon flight over the Grand Canyon in a DC-7 supplied by the airline, which has sponsored the program since its start. A birthday cake was sliced and distributed to the press during the flight.

WWDC GOLFING CONTEST

WWDC Washington is conducting a "Hole-in-One" contest April 30 through July 4 for the benefit of the Crippled Children's Society of Maryland, Virginia and the District of Columbia. Top prize is a 1955 Chevrolet automobile and there also are daily prizes. A special 85-yard green and cup have been laid out at a suburban Washington driving range. The fee is $1 for six balls. All are eligible except professional golfers. There is no limit on the number of times a person may enter. If no hole-in-one is scored, the person nearest the cup will be judged winner. Names of daily winners are being broadcast over WWDC's *Bob Wolff Sports Show*.

Station Authorizations, Applications

(As Compiled by B • T)

April 28 through May 4

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis. — visual. kw — kilowatts. w — watts. mc — megacycles. D—day. N—night. LS—local sunset. mod. — modification. trans. — transmitter. unl. — unlimited hours. kc —kilocycles. SSA — special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations As of April 30, 1955 *

	AM	FM	TV
Licensed (all on air)	2,704	522	134
CPs on air	13	17	†319
CPs not on air	98	13	121
Total on air	2,717	539	453
Total authorized	2,815	552	574
Applications in hearing	127	3	180
New station requests	201	8	18
New station bids in hearing	69	0	127
Facilities change requests	142	9	38
Total applications pending	823	80	196
Licenses deleted in April	0	1	0
CPs deleted in April	1	0	4

* Does not include noncommercial educational fm and tv stations.

† Authorized to operate commercially, but station may not yet be on air.

* * *

Am and Fm Summary through May 4

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,717	2,704	111	211	67
Fm	539	522	30	3	0

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	279	322	603[1]
Noncom. Educational	17	18	35

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	310	106	416
Noncom. Educ. on Air	9	3	12

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	963	337	743	538	1,282[2]
Noncom. Educ.	58		30	28	58[3]
Total	1,020	337	773	566	1,340[4]

[1] One hundred-forty-one CPs (29 vhf, 112 uhf) have been deleted.

[2] One applicant did not specify channel.

[3] Includes 35 already granted.

[4] Includes 636 already granted.

ACTIONS OF FCC

New Tv Stations . . .

ACTIONS BY FCC

Ephrata, Wash.—Basin Tv Co. granted uhf ch. 43 (644-650 mc); ERP 13.2 kw visual, 6.6 kw aural; antenna height above average terrain 660 ft., above ground 139 ft. Estimated construction cost $82,405 first year operating cost $25,000, revenue $50,000. Post office address % A. W. Talbot, 1411 Fourth Ave. Bldg., Seattle. Transmitter location 1 mile W of Ephrata. Geographic coordinates 47° 18′ 45″ N. Lat., 119° 35′ 00″ W. Long. Transmitter and antenna GE. Legal counsel D. F. Prince, Washington. Consulting engineer Frank H. McIntosh, Washington. Principals include **Cascade Bcstg. Co.** (100%), owner of KIMA-AM-TV Yakima, satellite KEPR-TV Pasco, Wash., KLEW-TV Lewiston, Idaho, applicant for satellite on ch. 8 at Walla Walla, Wash., and 40% owner of KWIE Kennewick, Wash.; Pres. **Thomas C. Bostic**; Vice Pres. **J. Barry Watkinson**, and Sec.-Treas. **Frank E. Mitchell**. Granted May 4.

Milwaukee, Wis.—Business Management Inc. (WFOX) granted uhf ch. 31 (572-578 mc); ERP 21.4 kw visual, 12 kw aural; antenna height above average terrain 350 ft., above ground 434 ft. Estimated construction cost $124,961, first year operating cost $150,000, revenue $180,000. Post office address 4531 W. Forest Home Ave., Milwaukee. Studio and transmitter location 208 W. Wisconsin Ave., Milwaukee. Geographic coordinates 43° 02′ 20″ N. Lat., 87° 54′ 17″ W. Long. Transmitter and antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Page, Creutz, Garrison & Waldschmitt, Washington. Principals include Pres.-Treas. **Joseph A. Clark** (100%); Vice Pres. **Edward Stillman**, and Sec. **Chas. L. Goldberg**. Granted May 4.

APPLICATIONS

Sacramento, Calif.—Educational Television, vhf ch. 6 (82-88 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,074 ft., above ground 500 ft. Estimated construction cost $256,350, first year operating cost $160,500 revenue $160,500. Post office address % Postmaster, Sacramento. Studio location 3835 Freeport Blvd., Sacramento Jr. College, Sacramento. Transmitter

ALLEN KANDER
Negotiator
FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION
STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233
Lincoln Building • New York 17, N. Y., MU. 7-4242

location 3.5 miles S of El Dorado, Calif. Geographic coordinates 38° 37′ 49″ N. Lat., 120° 51′ 20″ W. Long. Transmitter and antenna GE. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer Peter K. Onnigian, Sacramento. Pres. **Kenneth R. Hammaker**, postmaster. Filed April 28.

Laredo, Tex.—H. C. Avery Jr. & David H. Cole d/b as Vidicon Industries of America, vhf ch. 8 (180-186 mc); ERP 28.2 kw visual, 16.1 kw aural; antenna height above average terrain 240.8 ft., above ground 318 ft. Estimated construction cost $105,450, first year operating cost $77,380, revenue $99,010. Post office address ℅ Ross K. Prescott, attorney, Life of America Bldg., Dallas, Tex. Studio and transmitter location 820 Convent Ave., Laredo. Geographic coordinates 27° 30′ 23″ N. Lat., 99° 30′ 29″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Ross K. Prescott, Dallas. Consulting engineer Guy C. Hutchison, Arlington, Tex. Principals in equal general partnership include **H. C. Avery Jr.**, architect and engineer, and **David H. Cole**, roofing and construction material and service contractor. Filed May 3.

Existing Tv Stations . . .

ACTIONS BY FCC

WBIQ (TV) Birmingham, Ala.—Ala. Educational Tv Comm. granted STA to operate educational tv station on ch. 10 for the period ending June 13. Granted April 27; announced May 3.

WFLB-TV Fayetteville, N. C.—Fayetteville Bcstrs. Inc. seeks mod. of CP for ch. 18 to change ERP to 12.9 kw visual, 7.22 kw aural; antenna height above average terrain 347 ft. Filed April 29.

KBST-TV Big Spring, Tex.—Big Spring Bcstg. Co. granted mod. of CP for ch. 4 to change ERP to 5.1 kw visual and 2.5 kw aural. Granted April 29; announced May 3.

KCOR-TV San Antonio, Tex.—KCOR Inc. seeks mod. of CP for ch. 41 to change ERP to 11 kw visual and 6.03 kw aural. Granted April 29; announced May 3.

APPLICATIONS

KRBB (TV) El Dorado, Ark.—South Ark. Tv Co. seeks mod. of CP for ch. 10 to change studio and transmitter location to 5.3 miles S of El Dorado along U. S. Hwy 167; change ERP to 24.1 kw visual, 12 kw aural; antenna height above average terrain 631 ft. Filed April 29.

KCOP (TV) Los Angeles, Calif.—The Copley Press Inc. seeks CP for ch. 13 to change ERP to 173.8 kw visual, 86.9 kw aural; antenna height above average terrain 2,910 ft. Filed April 29.

KWWL-TV Waterloo, Iowa—Blackhawk Bcstg. Co. seeks mod. of CP for ch. 7 to change transmitter location to 5 miles SE of Jessup, Iowa; ERP to 316 kw visual, 158 kw aural; antenna height above average terrain 1,037 ft. Filed May 2.

WPAG-TV Ann Arbor, Mich.—Washtena Bcstg. Co. seeks mod. of CP for ch. 20 to change ERP to 17 kw visual, 9.5 kw aural; antenna height above average terrain 343 ft. Filed April 29.

KCOR-TV San Antonio, Tex.—KCOR Inc. seeks mod. of CP for ch. 41 to change ERP to 11.1 kw visual, 6.6 kw aural; antenna height above average terrain 498.5 ft. Filed April 28.

STATIONS DELETED

KWIK-TV Pocatello, Idaho—Eastern Idaho Bcstg. & Tv Co. FCC deleted tv station on ch. 6 at request of attorney. Deleted April 26.

KOPR-TV Butte, Mont.—Copper Bcstg. Co. FCC deleted tv station on ch. 4 for lack of prosecution. Deleted April 26.

New Am Stations . . .

APPLICATIONS

Holbrook, Ariz.—Donald E. Jacobs Sr. & Irene Tabor d/b as Northeastern Arizona Bcstrs., 1270 kc, 1 kw daytime. Post office address ℅ Irene N. Tabor, Box 31, Holbrook. Estimated construction cost $25,378, first year operating cost $31,200, revenue $42,580. Principals include **Donald E. Jacobs Sr.** (75%), Indian trading post and tourist curio store owner, and **Irene N. Tabor** (25%), housewife. Filed May 2.

Wynne, Ark.—East Ark. Bcstrs. Inc. 1400 kc, 250 w unlimited. Post office address ℅ J. L. Shaver Jr., Ben Block Bldg., Wynne. Estimated construction cost $14,536, first year operating cost $32,000, revenue $45,000. Principals include Pres. **Thompson B. Murray Jr.** (5%), auto dealer; Vice Pres. **J. L. Shaver Jr.** (2½%); Sec.-Treas. **Raymond O. Raley** (45%), retail store owner, and **William W. Meriwether** (10%), retail hardware. Filed April 26.

Ft. Lupton, Colo.—Harry Laurence Hill, 800 kc, 500 w daytime. Post office address ℅ E. B. Evans, 718 Symes Bldg., Denver. Estimated construction cost $21,530, first year operating cost $36,000, revenue $55,000. Mr. Hill is dairy farmer and orchestra leader. Filed May 2.

Clarksdale, Miss.—David M. Segal, 900 kc, 250 w daytime. Post office address 1012 Baltimore Bldg., Kansas City, Mo. Estimated construction cost $14,900, first year operating cost $36,000, revenue $48,000. Mr. Segal is 74% owner KUDL Kansas City; 75% owner WGVM Greenville, Miss.; 94% owner KOSI Aurora, Colo., and sole owner of KDKD Clinton, Mo., and KLEE Ottumwa, Iowa. Filed April 28.

Wolf Point, Mont.—Charles L. Scofield & Willard L. Holter d/b as The Wolf Point Bcstg. Co., 1490 kc, 250 w unlimited. Post office address ℅ Charles L. Scofield, Box 1240, Williston, N. D. Estimated construction cost $6,150, first year operating cost $30,000, revenue $36,000. Principals in partnership include **Charles L. Scofield** (⅔), owner of KEYZ Williston, N. D., and ⅓ owner KLTZ Glasgow, Mont., and **Willard L. Holter** (⅓), ⅓ owner KLTZ and salesman at KEYZ. Filed May 2.

Fargo, N. D.—Northwestern Schools, 900 kc, 1 kw daytime. Post office address 50 Willow St., Minneapolis, Minn. Estimated construction cost $21,716, first year operating cost $30,000, revenue $30.000. Applicant is non-profit organization and operates KTIS-AM-FM Minneapolis and KNNS Waterloo, Iowa. Principals include Pres. **Richard A. Elvee**; Sec. **Victor P. Chamberlain,** and Treas. **James T. Knutson.** Filed April 28.

Tyler, Tex.—Dana W. Adams, 1330 kc, 500 w daytime. Post office address 1323 E. Sixth St., Tyler. Estimated construction cost $27,047, first year operating cost $36,000, revenue $48,000. Mr. Adams is in real estate and insurance sales. Filed May 2.

Existing Am Stations . . .

ACTIONS BY FCC

KIMN Denver, Colo.—KIMN Inc. granted CP to change studio location to 5350 20th Ave., Denver. Granted April 29; announced May 3.

WHOT South Bend, Ind.—South Bend Bcstg. Corp. granted mod. of license to change studio location to Juniper Rd., Notre Dame, Ind. Granted April 26; announced May 3.

WTHI Terre Haute, Ind.—Wabash Valley Bcstg. Corp. granted CP to change studio location to 308 Fairbanks Block, Terre Haute. Granted April 29; announced May 3.

Ownership Changes . . .

ACTIONS BY FCC

WLAY Muscle Shoals, Ala.—Muscle Shoals Bcstg. Corp. granted voluntary transfer of control and assignment of license to M. C. Gregory for $110,000. Mr. Gregory, in turn, seeks assignment to wholly owned Gregory Bcstg. Corp. Mr. Gregory is former station and sales manager of WRAW Augusta, Ga. Granted May 4.

WCRL Oneonta, Ala.—Blount County Bcstg. Service Inc. granted voluntary transfer of control through sale of all stock for $20,410 to **L. D. Bentley Jr.** (50.7%), manager of WCRL; Vice Pres. **B. S. Bentley** (48.5%), and Sec. **Rachel B. Bentley** (0.7%). Granted May 4.

WLBS Birmingham, Ala.—WLBS Inc. granted voluntary transfer of control to G. G. Pruett through transfer of 58.3% interest by E. D. Rivers Sr. in exchange for Mr. Pruett's notes and certificates of WMIE Miami, Fla., to amount of $50,000. Mr. Pruett will now be sole owner. Granted May 4.

WKRG-AM-FM Mobile, Ala.—Giddens & Rester Radio granted assignment of license to WKRG-TV Inc., permittee of ch. 5 WKRG-TV, for $150,000. **Kenneth R. Giddens** is president and 20% owner of WKRG-TV. Granted May 4.

KMNS Sioux City, Iowa—Siouxland Bcstg. Co. granted voluntary assignment to **William F. Johns Jr.** (72%); **Patricia Johns** (3%); **William F. Johns Sr.** (13%); **Penrose H. Johns** (3%), and **Robert J. Flynn** (9%) d/b as Siouxland Bcstg. Co. Messrs. Flynn and Johns Sr. pay $4,000 each for 10% interest. Granted May 4.

WHXY Bogalusa, La.—Bogalusa Bcstg. Corp. granted voluntary transfer of control through sale of 50% interest for $10,000 to **Charles W. Holt** (55%), ½ owner WHNY McComb and ⅓ owner WHSY Hattiesburg, Miss.; **Herbert Aplin** (22½%), auto dealer; **Francis T. Zachary** (15%), Circuit Court Judge; **Mattie M. Climo** (5%), and **Emma H. Aplin** (2½%). Granted May 4.

WHNY McComb, Miss.—WSKB Inc. granted voluntary transfer of control through sale of 50% interest for $43,500 to **Charles W. Holt** (55%), ½ owner WHXY Bogalusa and ⅓ owner WHSY Hattiesburg, Miss.; **Herbert Aplin** (22½%), auto dealer; **Francis T. Zachary** (15%), Circuit Court Judge; **Mattie M. Climo** (5%), and **Emma H. Aplin** (2½%). Granted May 4.

WHSY Hattiesburg, Miss.—The Hub City Bcstg. Co. granted voluntary transfer of control through sale of remaining 50% interest for $15,000 to Charles W. and Connie L. Holt. Mr. Holt is ½ owner of WHXY Bogalusa and WHNY McComb, Miss. Granted May 4.

WNBF-AM-TV Binghamton, N. Y.—Clark Associates Inc. granted voluntary transfer of control to Triangle Publications Inc. (Radio & Tv Div.) for $3 million. Triangle Pub. is owner of WFIL-AM-FM-TV Philadelphia, Pa., and 50% owner of WHGB Harrisburg, Pa. Granted May 4.

WGHF (FM) New York, N. Y.—WGHF Inc. granted transfer of control from W. G. H. Finch to Air Music Inc. through sale of remaining interest for $41,000. Air Music Inc. is owned by Muzak Corp. Granted May 4.

KRGA Springfield, Ore.—KRGA Inc. granted voluntary transfer of control to Glen M. Stadler through purchase of 75% interest from W. Gordon Allen and his wife M. R. Allen for $50,000. Mr. Stadler is station manager of KRGA. Granted May 4.

KWAT Watertown, S. D.—Midland National Life Ins. Co. granted voluntary transfer of control to Clint W. Murchison through sale of 20,524 shares of stock from voting trust for $2,257,640. Midland National Life is 95.9% stockholder of Tri-City Tv Corp., applicant for new tv station on ch. 3 at Watertown. Mr. Murchison, former 32% owner of Midland National Life and holder of oil, gas and investment interest, will now own 73.9% interest. Granted May 4.

WRAD Radford, Va.—Rollins Bcstg. Inc. granted voluntary assignment of license to Perry E. and Alice C. Gresham for $125,000. Mr. Gresham is president of Bethany College, Bethany, W. Va. Granted May 4.

APPLICATIONS

KWRF Warren, Ark.—Paul Fiser & John G. Rye d/b as Pines Bcstg. Co. seeks voluntary assignment of license to Paul Fiser, John G. Rye and Lee Reaves d/b as Pines Bcstg. Co. through sale of ⅓ interest to Lee Reaves, manager of KWRF, for $10,000. Filed April 28.

WLOL St. Paul, Minn.—Independent Bcstg. Co. seeks voluntary assignment to B F R Bcstg. Corp. for $300,000. Principals include **N. L. Bentson, Edmund Ruben** and **Joe Floyd,** each owning ⅓ interest. Same interests own KELO-AM-TV Sioux Falls, S. D., and KDLO-TV Florence, S. D. Filed April 29.

WMIS Natchez, Miss.—Natchez Bcstg. Co. seeks involuntary transfer of control (91%) to Mrs. P. K. Ewing, executrix of the estate of P. K. Ewing, deceased. Mrs. Ewing will now own 94%.

KDRO-AM-TV Sedalia, Mo.—Milton J. Hinlein seeks voluntary assignment of license to corporation KDRO-TV and Radio Inc. Mr. Hinlein will then sell ½ interest. Filed April 26.

WNBF-AM-TV Binghamton, N. Y.—Clark Associates Inc. seeks voluntary assignment to parent corporation Triangle Publications Inc. (Radio & Tv). Filed April 28.

WNRC-AM-FM New Rochelle, N. Y.—Radio New Rochelle Inc. seeks voluntary transfer of control to Donald Daniels through sale of 54.4% interest by James A. and Don R. Iodice in lieu of cancellation of $16,000 notes. Mr. Daniels has interest in real estate and investments. Filed April 29.

WHAN Charleston, S. C.—Charleston Bcstg. Co. seeks transfer of control to Harry C. Weaver through sale of all stock for $49,500. Mr. Weaver is ½ owner WGAP Maryville and holds interest in WOKE Oak Ridge, both Tenn. Filed April 25.

Lambert B. Beeuwkes
Management Specialist
Radio
Television
1015 Little Building
Boston 16, Massachusetts
HUbbard 2-2070

WCDT Winchester, Tenn.—Royce E. Richards, Ernest F. Richards Sr. and Ernest F. Richards Jr. d/b as Franklin County Bcstg. Co. seek voluntary assignment corporation to Franklin County Bcstg. Co. Each partner retains identical ⅓ interest. Filed April 29.

KSAM Huntsville, Tex.—Theodore F. Lott & M. B. Cauthen d/b as Huntsville Bcstg. Co. seek voluntary assignment to M. B. Cauthen tr/as Huntsville Bcstg. Co. Mr. Cauthen purchases remaining 50% interest from Mr. Lott for $5,500. Filed April 29.

Hearing Cases . . .

OTHER ACTIONS

KNAC-TV Ft. Smith, Ark.—American Tv Co. FCC designated for hearing applications for (1) assignment of CP (ch. 5) to Southwestern Pub. Co., and (2) extension of time to construct. Chairman McConnaughey and Comr. Hyde dissented. Action May 4.

KTLA-TV Los Angeles, Calif.—Paramount Tv Productions Inc. FCC ordered KTLA-TV to show cause at a hearing at time and place to be designated later, why that station should not cease and desist from broadcasting the program "Play Marco" which appears to violate the U. S. Criminal Code and the Commission's rules governing lotteries and "Give-Away" programs. Action May 4.

De-Intermixture—Acting on petitions, the Commission extended from May 2 to May 17 the time for filing comments to rule making seeking de-intermixture of commercial vhf and uhf television assignments in Peoria, Ill.; Evansville, Ind.; Madison, Wis., and Hartford Conn. Action April 27.

Flint-Saginaw, Mich.—FCC by order, denied petition of Lake Huron Bcstg. Corp., permittee of WKNX-TV Saginaw, Mich., filed April 28 requesting interim stay of grant made April 14 to WJR, The Goodwill Station Inc., for mod. of CP for tv ch. 12, Flint, Mich., to specify a new transmitter site and to make other changes. Comr. Lee dissented. Action May 4.

Hattiesburg, Miss.—Hattiesburg Tv Co. FCC granted petition to dismiss without prejudice bid for new tv station on ch. 9. Action May 3.

Off-The-Air Relay Service—By order, the Commission granted request by Radio-Electronics Television Manufacturers Association and extended the time from April 29 to May 20 within which to file comments on further notice of proposed rule making to amend Part 4 of the tv Auxiliary Broadcast rules, and to May 31 for filing replies thereto. Action April 27.

Ambridge, Tarentum, Pa.; Painesville, Ohio—By order the Commission granted request of its Broadcast Bureau and supporting request by Miners Broadcasting Service Inc., insofar as they request enlargement of issues in proceeding on applications for new am stations (1460 kc) of Miners Bcstg. Service Inc., Ambridge, Pa.; Louis Rosenberg, Tarentum, Pa., and Somerset Bcstg. Co., Painesville, Ohio, and added issue to determine whether the installation and operation of the station proposed by Somerset would be in compliance with the Commission's rules and standards with particular reference to providing the required minimum of interference-free service within its normally protected daytime contour (0.5 mv/m) because of interference from station WBNS Columbus, Ohio; denied request in all other respects; also denied petition of Miners to dismiss Somerset application. Action April 27.

Tv Allocations—By report and order, the Commission finalized rule making proposed March 9, and substituted ch. 22 for ch. 61 at Springfield, Mass., and ordered WWLP (TV) to shift accordingly. This necessitates exchanging ch. 25 for ch. 52 at Barnstable, Mass.; ch. 38 for ch. 50 in Boston, Mass.; transfer of ch. 61 from Springfield to Easthampton, Mass., and changing the educational reservation at Providence, R. I., from ch. *22 to ch. *36. These changes are effective June 2. Commissioner Hennock not voting. Action April 27.

WGNS Murfreesboro, Tenn.—WGNS Inc. FCC issued an order to show cause at a hearing on June 13 why license for am station should not be revoked for violating Section 3.181 of the rules by failing to keep the required operating and program logs. Action May 4.

Routine Roundup . . .

April 28 Decisions

ACTIONS ON MOTIONS

By Comr. Robert T. Bartley on April 26

Paducah, Ky., Columbia Amusement Co.; Paducah Newspapers Inc.—Granted petition of Paducah Newspapers for extension of time to May 31 in which to file exceptions to initial decision in re ch. 6 (Dockets 10875-76).

Omaha, Neb., KFAB Bcstg. Co.—Granted petition for extension of time to and including May 16 within which to file exceptions to initial decision in re ch. 7 (Docket 9009).

Seattle, Wash., KXA Inc.; Puget Sound Bcstg. Co.—Granted motion of applicants for an extension of time to and including May 16 in which to file exceptions to initial decision in re ch. 7 (Dockets 9030, 10758-59).

WERD Atlanta, Ga., Radio Atlanta Inc.—Granted petition for an extension of time to and including May 2 in which to file exceptions to initial decision in re am applications (Dockets 10638 et al.).

By Examiner Hugh B. Hutchison on April 26

Abilene, Texas, Bill Mathis—The examiner on his own motion, continued without date the hearing scheduled for May 2 in re am application (Docket 11180).

By Examiner Thomas H. Donahue on April 26

Oakland, Calif., Television East Bay—Granted motion for extension of time to file proposed findings from May 2 to May 16 in re applications for ch. 2 (Dockets 8888 et al.) and the time for filing replies from June 1 to June 15.

April 29 Applications

ACCEPTED FOR FILING

Modification of CP

KHJ Hollywood, Calif., General Teleradio Inc.—Mod. of CP (BP-8907) as mod. which authorized change to directional antenna night use only (DA-N) for extension of completion date (BMP-6827).

WKOP Binghamton, N. Y., The Binghamton Bcstrs. Inc.—Mod. of CP (BP-9218) as mod. which authorized increase daytime power and install DA for daytime use for extension of completion date (BMP-6828).

KURA Moab, Utah, R. L. McAlister—Mod. of CP (BP-9377) which authorized new standard broadcast station for extension of completion date (BMP-6826).

KTIX Seattle, Wash., W. Gordon Allen—Mod. of CP (BP-8674) as mod. which authorized new standard broadcast station for extension of completion date (BMP-6829).

WCOV-TV Montgomery, Ala., Capitol Bcstg. Co.—Mod. of CP (BPCT-822) as mod. which authorized new tv station for extension of completion date to 8-1-55 (BMPCT-3079).

License for CP

WSEV Seviersville, Tenn., Smoky Mountain Bcstg. Corp.—License to cover CP (BP-9327) as mod. which authorized new standard broadcast station (BL-5702).

Remote Control

WATA Boone, N. C., Wilkes Bcstg. Co.—(BRC-711).

May 2 Decisions

ACTIONS ON MOTIONS

By Examiner James D. Cunningham

WSPA-TV Spartanburg, S. C., The Spartan Bcstg. Co.—Granted motion of WSPA-TV to quash subpoena duces tecum; and denied joint motion of Wilton E. Hall and Greenville Tv Co., protestants, to strike or dismiss petitioner's motion (Action of 4/25).

WMID Atlantic City, N. J., Mid-Atlantic Bcstg. Co.—Granted petition for extension of time to May 13 to file proposed findings in re applications for renewal of license and transfer of control (Dockets 11045-46) (Action of 4/27).

By Examiner J. D. Bond on April 28

Biloxi, Miss., Radio Associates Inc.; WLOX Bcstg. Co.—By Memorandum Opinion and Order denied petition to remove hearing to field filed by WLOX and that portion of opposition filed by Radio Associates which requests limiting the deposition proceedings in re ch. 13 (Dockets 10844-45); and further ordered that for purposes of appeal, the effective date of this order is April 29.

Eatontown, N. J., Harold M. Gade; Long Branch, N. J., Monmouth County Bcstrs.—Issued an Order after second prehearing conference that parties shall submit their respective direct affirmative case exhibits on or before May 23; further prehearing conference shall be held May 26, and hearing shall commence June 2 (Dockets 11124-25).

By Examiner H. Gifford Irion

Broadcast Bureau—Granted petition for reconsideration of the Examiner's direction to file proposed findings in proceeding re application for ch. 9 in Charlotte, N. C. (Dockets 8837 et al.), and such proposed findings by the Bureau are not required (Action of 4/28).

Charlotte, N. C., Radio Station WSOC Inc., et al.—Granted petition for continuance of date for filing proposed findings from April 29 to May 2 in re ch. 9 (Dockets 8837 et al.), and the date for filing reply findings was continued from May 13 to May 16 (Action taken 4/29).

By Examiner Elizabeth C. Smith on April 26

Price, Utah, Carbon-Emery Bcstg. Co.—Granted petition for extension of time to May 3 for filing proposed findings in re am application (Docket 10739), and the time for filing reply to such findings was extended to May 23.

May 2 Applications

ACCEPTED FOR FILING

License for CP

WLEW Port Huron, Mich., Harmon LeRoy Stevens, Herman LeRoy Stevens and John F. Wismer d/b as Port Huron Bcstg. Co.—License to cover CP (BP-8958) which authorized change frequency and change hours of operation (BL-5704).

Modification of CP

KRWC Forest Grove, Ore., Irving V. Schmidtke—Mod. of CP (BP-9261) as mod. which authorized increase in daytime power and install new transmitter for extension of completion date (BMP-6831).

Remote Control

WIST Charlotte, N. C., The Bcstg. Co. of the South—(BRC-712).

Application Returned

WMOR Morehead, Ky., Morehead Bcstg. Co.—Voluntary assignment of license to Morehead Bcstg. Co. (Name of assignee and assignor incorrect.)

Renewal of License Returned

WGRM Greenwood, Miss., Mrs. P. K. Ewing, executrix of the estate of P. K. Ewing, deceased—(Dated Wrong) (BR-847).

Modification of CP

KCKT (TV) Great Bend, Kan., Central Kansas Television Co.—Mod. of CP (BPCT-1838) as mod., which authorized new tv station to extend completion date to 11-3-55 (BMPCT-3080).

May 3 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of April 29

Granted License

KBIF Fresno, Calif., John Poole Bcstg. Co.—Granted license to cover CP (BP-9714), CP to replace expired CP (BP-8410) as mod., which authorized changes in antenna system and change transmitter, studio and station location (BL-5698).

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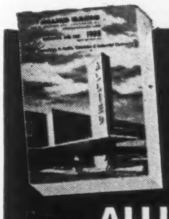

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Early Sign-off

WPRE Prairie du Chien, Wis., Prairie Bcstg. Co.—Granted permission to operate from 6:30 a.m., CST, to 7:00 p.m., CST, Monday through Saturday and 8:00 a.m., CST, to 7:00 p.m., CST, Sunday, except when carrying programs of a special event or of public interest, at which time operation may continue up to licensed sign-off time, for period ending Sept. 1955.

WRRR Rockford, Ill., Rock River Bcstg. Co.—Granted permission to sign-off at 6:00 p.m., local standard time, for months May through Sept.

WBEV Beaver Dam, Wis., Beaver Dam Bcstg. Co.—Granted permission to sign-off at 6:00 p.m. during those months when sunset falls after 6:00 p.m., local standard time, for period ending Sept. 1955.

Granted CP

WOBS Jacksonville, Fla., Southern Radio and Equipment Co.—Granted CP to replace expired CP (BP-9344), which authorized change in antenna-transmitter location, employing combination am and tv tower increase in height (BP-9812).

KCUL Fort Worth, Tex., East West Bcstg. Co.—Granted CP to replace expired CP (BML-1474) which authorized increase in power, installation of new transmitter and directional antenna (DA-2) cond. (BP-9813).

Modification of CP

The following were granted extensions of completion dates as shown: KURA Moab, Utah, to 8-22-55; WKOP Binghamton, N. Y., to 8-2-55, conditions; KBST-TV Big Spring, Tex., to 9-22-55; WCOV-TV Montgomery, Ala., to 11-10-55; WPRO-FM Providence, R. I., to 12-1-55.

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WATA Boone, N. C.; WIST Charlotte, N. C.; WJIV Savannah, Ga.

Action of April 28

Granted CP

WPDM Potsdam, N. Y., St. Lawrence Radio Inc.—Granted CP for replacement of expired CP (BP-9185) which authorized new am station on 1470 kc, 1 kw, D (BP-9811), and mod. of CP. (BP-9811) for change in type transmitter (BMP-6833).

Modification of CP

KHJ Hollywood, Calif., General Teleradio Inc.—Granted extension of completion date to 6-1-55, conditions (BMP-6827).

Remote Control

The following stations were granted authority to operate transmitters by remote control:

KIMO Independence, Mo.; WALA Mobile, Ala.; while using nondirectional antenna; WDXE Lawrenceburg, Tenn.

Actions of April 27

Granted License

WOL-FM Washington, D. C., Washington Bcstg. Co.—Granted license covering changes in fm station (BLH-1013).

WOTR Corry, Pa., Olivia T. Rennekamp—Granted license for am broadcast station (BL-5685).

WBFC Fremont, Mich., Paul .A. Brandt—Granted license for am broadcast station (BL-5664).

CP Deleted

WOL Washington, D. C., Washington Bcstg. Co.—Granted request for cancellation of (BP-9590) CP to change antenna-transmitter location, install new transmitter and make changes in antenna system; increase height.

Modification of CP

KRMW The Dalles, Ore., Radio Mid-Columbia Inc.—Granted mod. of CP (BP-8791), which authorized new am station, to change type transmitter and operate transmitter by remote control; condition (BMP-6823).

The following were granted extensions of completion dates as shown: WTCM Traverse City, Mich., to 7-14-55; WLCO Eustis, Fla., to 8-22-55; KWHO Salt Lake City, Utah, to 9-6-55.

Actions of April 26

Modification of CP

The following were granted extensions of completion dates as shown: WBRD Ft. Lauderdale, Fla., to 10-24-55, conditions; KFJZ-TV Fort Worth, Tex., to 11-17-55.

Actions of April 25

Modification of CP

The following were granted extensions of completion dates as shown: WHP-FM Harrisburg, Pa., to 6-10-55; KFXJ-TV Grand Junction, Colo., to 11-22-55; WEEK-TV Peoria, Ill., to 10-25-55; WSBA-TV York, Pa., to 11-22-55; WBRZ (TV) Baton Rouge, La., to 11-25-55; KOOL-TV Phoenix, Ariz., to 11-20-55; KMJ-TV Fresno, Calif., to 11-15-55; KGTV (TV) Des Moines, Iowa, to 11-24-55; WSUN-TV St. Petersburg, Fla., to 11-24-55; WNHC-TV New Haven, Conn., to 11-16-55.

May 3 Applications

ACCEPTED FOR FILING

License for CP

WNVA-FM Norton, Va., Blanfox Radio Co.—License to cover CP (BPH-2013), which authorized new fm station (BLH-1048).

KUGN-FM Eugene, Ore., KUGN Inc.—License to cover CP (BPH-2026), which replaced expired permit (BLH-1047).

Renewal of License

KVOK (FM) Honolulu, Hawaii, The Kamehameha Schools—(BRED-108).

Modification of CP

KAKI (TV) Visalia, Calif., Sequoia Telecasting Corp.—Mod. of CP (BPCT-1873) which authorized new tv station to extend completion date to 10-20-55 (BMPCT-3087).

WSBT-TV South Bend, Ind., South Bend Tribune—Mod. of CP (BPCT-1017) as mod., which authorized tv station to extend completion date to 8-27-55 (BMPCT-3082).

License of CP

WHO-TV Des Moines, Iowa, Central Bcstg. Co.—License to cover CP (BPCT-334) as mod., which authorized new tv station (BLCT-298).

Modification of CP

WEHT (TV) Henderson, Ky., Ohio Valley Television Co.—Mod. of CP (BPCT-1024) as mod., which authorized new tv station to extend completion date (BMPCT-3086).

KFVS-TV Cape Girardeau, Mo., Hirsch Bcstg. Co.—Mod. of CP (BPCT-727) as mod., which authorized new tv station to extend completion date to 12-14-55 (BMPCT-3089).

WIMA-TV Lima, Ohio, WLOK Inc.—Mod. of CP (BPCT-1398) as mod., which authorized new tv station to extend completion date to 12-6-55 (BMPCT-3088).

WFAA-TV Dallas, Tex., A. H. Belo Corp.—Mod. of CP (BPCT-1401) as mod., which authorized changes in facilities of existing tv station to extend completion date to Oct. 1955 (BMPCT-3083).

KRLD-TV Dallas, Tex., KRLD Radio Corp.—Mod. of CP (BPCT-1857) as mod., which authorized changes in facilities of existing tv station to extend completion date to 12-2-55 (BMPCT-3085).

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235 Montgomery St.
Exbrook 2-5671-2

May 4 Decisions

BROADCAST ACTIONS

By the Commission en banc

Granted CP

KVEC-TV San Luis Obispo, Calif., Valley Electric Co.—Granted CPs for a private tv intercity relay system between KABC-TV and KNXT (TV) Los Angeles, Calif., and KVEC-TV San Luis Obispo, conditions; KVEC-TV operates under STA on ch. 6.

McFarland Letter

WKNB-TV New Britain, Conn., The New Britain Bcstg. Co.—Is being advised that application (BMPCT-2787) for mod. of CP (ch. 30) and application (BTC-1896) to transfer control to National Bcstg. Co., indicate necessity of a hearing.

Renewal of License

The following stations were granted renewal of licenses for the regular period:

WERH Hamilton, Ala.; WMTM Moultrie, Ga.; KAGH Crossett, Ark.; KAMD Camden, Ark.; KANE New Iberia, La.; KANV Shreveport, La.; KAOK Lake Charles, La.; KBBA Benton, Ark.; KBRS Springdale, Ark.; KBTA Batesville, Ark.; KBTM Jonesboro, Ark.; KCIJ Shreveport, La.; KCLA Pine Bluff, Ark.; KCON Conway, Ark.; KDAS Malvern, Ark.; KDLA DeRidder, La.; KDMS El Dorado, Ark.; KELD El Dorado, Ark.; KENT Shreveport, La.; KEUN Eunice, La.; KFFA Helena, Ark.; KGHI Little Rock, Ark.; KHOZ Harrison, Ark.; KJEF Jennings, La.; KICN Blytheville, Ark.; KLFY Lafayette, La.; KLIC Monroe, La.; KLOU Lake Charles, La.; KLRA Little Rock, Ark.; WACR Columbus, Miss.; WAMI Laurel, Miss.; WARB Covington, La.; WBIP Booneville, Miss.; WGBI Columbus, Miss; WCJU Columbia, Miss.; WCID Cleveland, Miss.; WCMA Corinth, Miss.; WDOB Canton, Miss.; WDSU New Orleans, La.; WELO Tupelo, Miss.; WFOR Hattiesburg, Miss.; WFPR Hammond, La.; WGCM Gulfport, Miss.; WGVM Greenville, Miss.; WWPF Palatka, Fla.; WITA San Juan, P. R.; WRLD-AM-FM Lanett, Ala.

Renewal of License

KVIM New Iberia, La., Queen City Bcstg. Co.—(BR-2711).

WTRB Ripley, Tenn., West Tennessee Radio Service—(BR-3056).

WKYB-FM Paducah, Ky., WKYB Inc.—(BRH-361).

WOMI-FM Owensboro, Ky., Owensboro Bcstg. Co.—(BRH-306).

WDOD-FM Chattanooga, Tenn., WDOD Bcstg. Corp.—(BRH-515).

WTJS-FM Jackson, Tenn., The Sun Pub. Co.—(BRH-547).

Applications Returned

WILS Lansing, Mich., Lansing Bcstg. Co.—License to cover CP (BP-9773) which authorized change present auxiliary transmitter to alternate main transmitter nighttime and auxiliary transmitter daytime on 1320 kc, using 1 kw power. (Section I not submitted).

WGRV Greeneville, Tenn., Radio Greeneville Inc.—Renewal of license (Dated wrong).

WLEU-AM-FM Erie, Pa., Commodore Perry Bcstg. Service Inc.—Voluntary transfer of control of licensee corporation from Owen K. Murphy to Philip B. Hirsch (BTC-1936).

License for CP

KTVH (TV) Hutchinson, Kan., Hutchinson Tv Inc.—License to cover CP (BPCT-1244) as mod., which authorized new tv station (BLCT-297).

WWJ-TV Detroit, Mich., The Evening News Association—License to cover CP (BPCT-787) as mod., which authorized changes in facilities of existing tv station and change studio location to 622 West Lafayette, Detroit (BLCT-302).

WBTW (TV) Florence, S. C., Jefferson Standard Bcstg. Co.—License to cover CP (BPCT-1341) as mod., which authorized new tv station (BLCT-303).

KTNT-TV Tacoma, Wash., Tribune Pub. Co.—License to cover CP (BPCT-1344) as mod., which authorized new tv station (BLCT-300).

KTNT-TV Tacoma, Wash., Tribune Pub. Co.—License to cover CP (BPCT-1887) as mod., which authorized installation of auxiliary transmitters at the main transmitter site (BLCT-301).

Modification of CP

WTRI (TV) Albany, N. Y., Van Curler Bcstg. Corp.—Mod. of CP (BPCT-408) as mod., which authorized new tv station to extend completion date to 11-16-55 (BMPCT-3081).

ACTIONS ON MOTIONS

By Examiner James D. Cunningham

WAKU Latrobe, Pa., Clearfield Bcstrs. Inc.—Granted petition to vacate proceeding in re Cease and Desist Order (Docket 11137), and cancelled hearing presently scheduled. (Action of May 3).

(Continued on page 113)

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RADIO

Help Wanted

Managerial

Sales manager—Pacific Northwest. Need imagination, versatility, civic mindedness. Opportunity buy part of station, share profits, future station manager. Small market with competition. Good salary, commission, fishing. Box 350A, B•T.

Florida east coast station needs experienced sales manager. Right man could also be station manager. Box 429A, B•T.

Time salesman or sales manager. Suburban Chicago am-fm. Aggressive young organization. Advance. 25% commission. All details first letter. WEAW, Evanston, Illinois.

Salesman

Wanted: Man or woman salesman. $50 a week, plus 25% commission. Box 176A, B•T.

Salesman needed for radio station. Salary and commission. Send full particulars in first letter. Box 374A, B•T.

Major market southeast network top power and Hooper rated station seeks a salesman or local sales manager of proven quality, ability and experience. I'll substantiate with bonafide figures an income potential of $15,000 a year upward if you substantiate your high calibre and experience rating to deserve ocnsideration for this amazing opportunity. It's a once in a life time opening. Contact me through Box 423A, Broadcasting • Telecasting headquarters, Shoreham Hotel, during the NARTB convention. I'll then contact you and we'll exchange mutual confidences.

If you're a good radio time salesman against television competition, we have a sales job open on top rated small market California station. Your performance sets your salary. Reply Box 425A, B•T.

We need top salesman. Excellent future for good producer. KASI, Ames, Iowa.

Experienced am salesman by KMED, leading station in southern Oregon. Salary, commission setup. Box 1306, Medford, Oregon.

Deep south, progressive, fulltime independent serving excellent Mississippi delta area. Need conscientious salesman. Send resume to Bruce Gresham, WCLD, Cleveland, Mississippi.

Wanted: Aggressive man or woman salesman. Drawing account, commission, plenty of opportunity to earn a good living. WWOC, Manitowoc, Wisconsin. Contact Ed Allen, WDOR, Sturgeon Bay, Wis.

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RADIO

Help Wanted—(Cont'd)

Experienced salesman . . . chance to become station manager . . . we have five stations . . . must be able to write commercial copy, sell and service . . . be resourceful with ideas. Clean character, hustler and producer. Salary $100 weekly plus incentive benefits. Apply in confidence to J. A. Gallimore, Seneca, S. C.

Announcers

Humorous DJ—Fast flowing ad lib. Jovial, full of fun, infectious personality. Production minded. Actor background. Single. For Pa., N. Y., Michigan, Ohio, Illinois area. Box 933G, B•T.

Wanted dependable, married, night duty experienced, staff announcer. ABC Network. Texas. Send resume. Box 318A, B•T.

Hard-hitting announcer who can really sell 'em. Experience in mail order pitching desired but not necessary. Must be versatile, sober, reliable. Group-owned stations; excellent future; good starting salary. This station 50 kw, clear channel, in medium size midwestern city. Send photo, educational background and complete resume of previous and present employer. Send to Box 391A, B•T.

Anyone for Alaska? We need good all-round DJ-announcer—who can sell commercials for independent 24-hour station. Anchorage's top listening music, news, and special events station. Send tape, resume and photo to Mrs. Nancy Warner, KBYR, Box 1960, Anchorage, Alaska.

Immediate opening for staff announcer. Excellent working conditions. Good pay. Contact Fred Kincaid at KPLT, Paris, Texas.

Wanted: Combination announcer-engineer-DJ, 1st class license. Preferable a man strong on western music. Write WBRV, Boonville, New York.

Need good announcer-copywriter immediately. Good working conditions, good pay. Send tape, photo and sample copy first letter. Paul E. Reid, WCEH, Hawkinsville, Geargia.

Exceptional opportunity for capable, experienced news and sports man. Emphasis on sports. Must be top-notch play-by-play. Full details first letter. WHFB, Benton Harbor, Michigan.

Good announcer or combo man, minimum one year's experience. Contact Bill Jaeger, WJWL, Georgetown, Delaware.

Wanted: Experienced staff announcer, strong on commercials, news and play-by-play sports. Excellent opportunity for local and college play-by-play sports. Send "off the air" tape, complete details, and photograph, salary expected. Immediate opening. Contact Bob McRaney, General Manager, Mid-South Network, telephone 2549, Columbus, Mississippi.

Technical

Engineer—1st phone—chief's job if you're capable. Permanent—give all details. Box 392A, B•T.

Engineer-announcer for southern California independent; must have good voice but emphasis on technical. Ours is a pleasant community, centrally situated, one hour's drive from beaches, mountains, desert, metropolis (Los Angeles). Station is well equipped, stable, affiliated with daily newspaper. Write of experience, availability, salary requirements. Robert Walker, KOCS, P. O. Box 593, Ontario, California.

Wanted: Engineer with first class ticket. Good wages, good working conditions. Chance to learn tv. Apply General Manager, KFBB, Great Falls, Montana.

Combo-man, first phone, must be capable maintenance man and have experience announcing. Progressive daytime station, nice community, favorable working conditions.. Contact WAAG, Adel, Georgia.

Engineer with experience in complete small station maintenance, remote control operation. No transmitter trick. Strictly maintenance, remotes, construction, etc. $75.00 per week. Send information on experience, recent photo. Personal interview will be necessary before final selection. C. Leslie Golliday, WEPM, Martinsburg, West Virginia.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Learn news—assistant to news director wanted. Make calls, rewrite, staff. Qualifications: Good voice; command of English; confidence you could learn to edit and write. Midwest. $60 to start. Box 990G, B•T.

Copywriter, traffic girl, needed for radio network affiliate, southeast. Box 394A, B•T.

Copywriter—handle traffic and do some air work. Male or female. Daytime station. Send complete details. Radio WBRT, Bardstown, Kentucky.

Situations Wanted

Managerial

Midwest—Wisconsin preferred. Now managing southern station—desire return north. Capable in sales, programming, supervision. Present employers recommend. Box 971G, B•T.

General manager. Successful salesman. Outstanding program director. Knows radio. Desires "future", not "position". Willing to invest limited amount in right opportunity. Box 283A, B•T.

Highly successful small station manager wishes to lease station in south. Do all selling, engineering and copy myself. If you're tired of bad management . . . let me lease at a good return for you. Box 357A, B•T.

Manager or assistant manager . . . married, desires location in northeastern section of U. S. Experience in all phases of radio station operation: Sales, promotion, production, writing, program direction, announcing. No floater. Box 386A, B•T.

Advertising agency manager, fifteen years in radio wants radio management. Strong on administration, programming. Box 403A, B•T.

Successful manager—many years thoro experience all phases. Can build from CP. Hard worker with strong sales push. Low cost operation. Small or medium market. Available soon, present station sold. Box 405A, B•T.

Available June 15, radio station manager and chief engineer. Supervised construction, made installation, completely organized and operated present station for four years. Complete resume and references on request. Middle or southern Atlantic states preferred. Box 420A, B•T.

Manager available June 1st. Thoroughly experienced, exceptional sales record, can operate economically. Family man, best references. Could invest. Write Broadcaster, 305 Boulevard, Anderson, South Carolina.

Salesmen

Ten years radio, four as sales manager. Seeking good, permanent, radio or vhf television sales connection. Box 377A, B•T.

Salesman, announcer, copywriter. Steady worker, not flashy. Settled family man, experienced, believe trial will satisfy you. Don Parnell, Rt. 4, Box 353, Fayetteville, N. C.

Announcers

Announcer—radio-television. 5 years experience —relocate—base salary and talent. Box 208A, B•T.

Production—DJist . . . 3 years experience . . . fluent . . . 22 . . . single . . . preferably midnight to dawn position. Box 275A, B•T.

Staff announcer, news, sports, DJ, commercials, control board, third ticket. Married, veteran, will travel. Tape resume on request. Box 316A, B•T.

Announcer: 5 years, strong all phases. Reduced staff necessitates position. Excellent references. State salary. Tape, photo available. Also, board. Box 321A, B•T.

Reliable, efficient married announcer seeking permanent position. Six years with same station. Experienced in news, sports, music, continuity. Immediate tape, resume, photo, references. Box 354A, B•T.

RADIO

Situations Wanted—(Cont'd)

Conscientious announcer—news DJ, commercials, married. Want place to settle. One year's experience. Excellent potential. Available immediately. Box 359A, B•T.

Good news, commercial, excellent DJ. Knows music from Bach to bop. Box 360A, B•T.

One of America's top 20 DJ's available now. 18 years radio, 2 years tv. Details and tape upon request. Box 361A, B•T.

Negro announcer—DJ. Trained voice. Available now. Resume and tape on request. Box 363A, B•T.

Staff, good commercial, news, sports, married, draft exempt. Box 365A, B•T.

Announcer—mature, reliable, excellent commercials. Strong news. Music—popular standard. Semi-classicals. Engaging personality. Highest references. Tape. Box 367A, B•T.

Announcer with 2 years experience in all phases of radio has reached peak of present employment. Desires change to larger market. Strong on news, commercials and personality shows. Write Box 368A, B•T.

Announcer, strong news, good DJ, sells commercials, will travel—tape and resume. Box 372A, B•T.

Sportscaster—DJ. Experienced baseball, football, baseketball play-by-play. Maintain complete sports file. Former sportswriter. Informal disc shows. Vet, married, third phone, B.A. degree. Radio school grad. Employed. Tape, resume if desired. Box 373A, B•T.

Excellent announcer . . . nine years experience. First phone . . . employed. Wants Florida. Box 376A, B•T.

Experienced announcer, employed—seeks training for manager. Family, college, auto, programming, sales, sports, and staff. Seek southern market. Tape, references. Box 378A, B•T.

Experienced staffer, eastern major market indie, desires staff spot, preferably with net affiliate. Box 387A, B•T.

Experienced negro R&B DJ. News, references, 3rd phone, tape on request, will travel. Box 396A, B•T.

Staff announcer. Married. Desire small station. Recent broadcasting school grad. Strong news, commercial, play-by-play. Tape, resume. Will travel. Box 397A, B•T.

Intelligent deejay announcer. Strong experience. Now available. Consider all. Tape. Box 398A, B•T.

Announcer, some copywriting, light experience, wishes position enabling him to grow with station. 21 years old, single. Willing to travel, excellent references, third class ticket, tape and resume on request. Draft deferred. Box 399A, B•T.

Announcer, deejay, recent graduate, no hot shot. Hard worker seeking opportunity—prove myself—asset—your station. Tape, resume. Box 400A, B•T.

Hard working all around staff announcer, who can handle any type DJ show. One year experience. Box 401A, B•T.

This gal's got it—experience, education, ability, and lots of imagination. Air work, writing, acting experience; college grad.; copy samples and tape available. Single, 23, and employed—seeking advancement. Prefer upper midwest. Box 406A, B•T.

Staff announcer, light experience, commercial art background, mature. Radio or tv—never disappointed a boss. Have resume and tape. Box 413A, B•T.

DJ, young married man experienced in all phases of announcing, including control board operation. Box 414A, B•T.

Ambitious young DJ, recent graduate, willing to work hard and learn. Limited experience. Will travel. Box 415A, B•T.

Personable young staff announcer. Experienced limited, copious knowledge music, sports. Sober, dependable. Box 418A, B•T.

Country and gospel music DJ available. Experienced. First phone. Southeast preferred, but not necessary. Box 421A, B•T.

Presently employed 5 kw—wish new location. Smaller operation acceptable. Deejay, staff, news. Veteran, single, third phone. Tape, resume. Gary Martin, WBBB, Burlington, North Carolina.

RADIO

Situations Wanted—(Cont'd)

Announcer, copywriter, salesman. Average or better. Mature, experience, references. Need connection immediately, trial basis OK. Don Parnell, Rt. 4, Box 353, Fayetteville, N. C.

Sports—staff announcer; play-by-play and all around experience; friendly DJ style. Bruce Schaft, 424 Manville Road, Pleasantville, N. Y. Phone: Pleasantville 2-2444.

Staff announcer. Superior, friendly, selling, mature voice. Strong news, commercials. Reliable family man. New England to midwest. Want more? Matt Watson, 24 Wappanocca Ave., Rye, New York.

Sports play-by-play my selling point. Can do good staff job too. Presently employed, contact Mike Wynn, Box 701, Logan, West Virginia. Phone 254.

Technical

Studio technical personnel for radio and television operation in midwestern metropolitan market. Radiotelephone first license desirable, but not required. Very best of equipment, and excellent employee relationship. State experience, education, draft classification, and provide snapshot. Box 297A, B•T.

Engineer, now chief 5,000 watts, wants change central Florida, Appalachian Mountains, no announcing, have bookkeeping experience. Seventy minimum. Forty hours. Box 344A, B•T.

Engineer: Seven years experience am-fm. Top references. Tv opportunities preferred. Box 353A, B•T.

Chief—experience, cost conscious, financially responsible. Interested south, southeast. No announcing. Consider staff am-tv. Box 364A, B•T.

Engineer, first phone. Three years am and fm experience. Knowledge of television. Draft exempt. Box 379A, B•T.

Chief engineer. Complete am-fm station engineering. Limited tv construction. Long experienced, respectable and sober. Married, age 35. State salary. Box 384A, B•T.

Six years chief am, first phone, car. Age 32, family, middle west or west. Available immediately. Box 390A, B•T.

First phone. Experienced transmitter and studio. Now employed at 5 kw. Box 409A, B•T.

Engineer-announcer. Seven years experience. 26. Good voice, good references. If permanent, wire, or air mail salary and working conditions. Box 416A, B•T.

Engineer, first phone, wants position midwest or southwest. Eighteen months broadcasting, six years other radio work. No announcing. Have car. Hatzell, Box 173, High Island, Texas.

Engineer: First phone, 28, single, car. Available now. Radio and tv school graduate plus 5 years am and fm experience including station construction and remote control. Desire am or tv location with future. Consider vacation work. Raymond Ziegenbalg, General Delivery, Rapid City, South Dakota.

Am-fm-tv first class licensed operator ten years, now available. Any offer, locale considered. 30, single, car. Write, wire: Engineer, 206 Furman Street, Syracuse, N. Y. Phone 75-8913.

RADIO

Situations Wanted—(Cont'd)

Production-Programming, Others

Experienced newsman—25, 3 years experience major New York network, radio and tv, tape film editing, seeks position as news editor—announcer. Will relocate. Box 356A, B•T.

Special events woman, panel shows, interview, "man" on street, musical background. 5000 watt station just sold. Prefer south or southwest. Box 358A, B•T.

P. D. for award winning station looking for opportunity—move up. Familiar with all phases indie operation. Go anywhere. Box 371A, B•T.

Production manager—director, low cost local production specialist, two years experience in training green crews, married, 28, vet. Write Box 380A, B•T.

I like money, but, salary secondary to position as local newsman with strong station in friendly community. Limited experience as leg-man. 6½ years announcing experience. Offer recommendations, tape and newscopy samples. Box 388A, B•T.

News. Available shortly. Experienced newscaster and editor, thoroughly familiar with world and national news and general midwestern news. Experienced editor. Tape available. Box 417A, B•T.

Experienced radio station bookkeeper and gal Friday seeks position. Familiar traffic, record library. Excellent references. Prefer Minnesota or surrounding states. Box 426A, B•T.

Girl Friday. 12 years experience all phases of radio. Held last position 7½ years as program, continuity, traffic and woman's director. References. 565 Osage Street, Spartanburg, S. C.

TELEVISION

Help Wanted

Announcers

Midwest vhf tv station has immediate opening for good all around announcer. Rush full information, photo, tape and required salary. Box 395A, B•T.

Need young men with or without radio experience. Send complete information to Smullin tv, Box 1189, Medford, Oregon or Box 1021, Eureka, California.

Technical

California medium market needs good practical, stable television engineer. Must be excellent operator, television control board, projectors, switcher, microwave, etc. Good on maintenance. Must be good mechanic and electrician. Reply Box 424A, B•T.

Programming-Promotion, Others

Outstanding vhf station in southeast needs a smart promotion director. Must have experience in broadcast field, writing ability, knowledge of research, merchandising, preparation of newspaper ads. This job entails sales, market and program promotion. Write giving full details on training and experience and send small photo. Box 412A, B•T.

BROADCAST MANAGEMENT EXECUTIVE

Nine years of TV results in major market as general manager, station construction supervisor, management consultant, *Ten years* of AM experience, age 42. Best references. Personal record and character await your inspection. Interview at your convenience or at NARTB Convention in Washington, May 22-26.

Box 411A, B•T

TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

Outstanding opportunity for experienced director both station and sports, strong emphasis on baseball. KSAN-TV, San Francisco, California.

Director-production manager. Must be fully experienced in handling studio film and remote sports and special events programs. Give full particulars about previous experience, salary expected and when available. Contact Bloyce Wright, WAKR-TV, Akron.

Situations Wanted

Managerial

Sales manager. Experience: General sales manager of two vhf stations. Family man, young, aggressive. Wants to settle with progressive operation. Box 203A, B•T.

Announcers

Highly professional DJ, news, special events announcer available to quality operation. Tape, picture on assurance of proper handling and return—$150 per week minimum guarantee. Professional; family man for professional operation only. Box 192A, B•T.

Eye-appeal, buy-appeal for your sponsors. Young lady announcer will give up program with highest rating in very competitive market for opportunity in tv. Friendly voice, attractive appearance, graceful hands. Box 351A, B•T.

Top tv personality. 2 years with own DJ show, also straight announcing. 18 years radio. Details and tape on request. Box 362A, B•T.

Technical

Six years tv—fourteen years' broadcast experience, able to maintain, operate and install all video and audio equipment; satisfactory class A license, supervisory experience. Also familiar with film cameras and projection equipment. Will relocate. Box 352A, B•T.

First phone, graduate engineering and tv production schools. 26, single. Need start. Box 369A, B•T.

Tv chief or assistant chief available. Six years in all phases of high and low power uhf and vhf. Have built from cp up. My past experience will speak for itself. Sober, reliable and best of references. Box 370A, B•T.

Experienced am-tv, 2½ years tv chief directional am seven years. Family man. Midwest to west. Box 383A, B•T.

Chief engineer tv, three years experience field engineer Philco desires position as chief engineer tv station in south or west. Write Philip Bate, 125 Nelson Drive, Warwick, Va., for resume.

Programming-Production, Others

Program director—Girl Friday wants job with future in radio-tv Los Angeles, San Francisco area. Young, experienced all phases radio, college graduate. Details on request. Box 272A, B•T.

Tv-radio newscaster, seven years experience, 28, married, $125 minimum. Box 366A, B•T.

TELEVISION

Situations Wanted—(Cont'd)

News director. Nationally recognized. Presently heading one of the nation's largest radio and television news operations. Will consider change to progressive, news minded tv station that desires top ranking news department. Present commercial billing on local television news exceeds $170,000 annually. Box 319A, B•T.

Film editor, 2 years experience, young, single. Like to direct, or do stage craft. Will work as part-time editor, if need be. Have some theatre experience. Box 342A, B•T.

Experienced cameraman—2 years. All studio operations. Desire permanent position. Will accept summer relief. Relocate. Excellent references. Box 375A, B•T.

Do you need another right arm? I've had 5 years in tv field. Past year as client relations director developing all local spots and programs for vhf station in southern market. Strong on creative work, continuity and art supervision. Administrative ability. Excellent references. Single, age 31, will relocate. Box 419A, B•T.

Experience pays. This man's rich radio-tv experience (12 years) will pay off to the employer willing to take his services. A pioneer in low-cost, local, live tv programming with pull. A young man seeking opportunity as program director or manager's assistant. Replies confidential. Box 427A, B•T.

FOR SALE

Stations

WMPA, Aberdeen, Mississippi, fulltime independent. Single station market owner over 36,500. Contact Joe Phillips, WSSO, Starkville, Mississippi.

Texas metropolitan market Spanish station. Approximate earnings $20,000. Price $100,000 cash. Paul H. Chapman, 84 Peachtree, Atlanta.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

Equipment Etc.

Tv field Zoomar lens. Slightly used, perfect condition. Box 270A, B•T.

GR 1932-A distortion and noise meter. Recently overhauled and in perfect condition. $250. Box 389A, B•T.

250 to 1000 watt transmitter and associated equipment. State price, make and condition. Box 407A, B•T.

Wanted: Used Hewlett-Packard distortion analyzer. Must be in good condition. Will pay cash. Box 410A, B•T.

For sale: Used Motorola 150 megacycles fm mobile receivers and transmitters, make excellent remote pickup equipment. Transmitters, dyamotor powered, 30 watt output. Price, $65, per receiver, $65 per transmitter, includes cover and mounting plate, less cables. RCA 829B tubes, $10.00 each and 6AK5 tubes, ruggedized (5654), $1.50 each. Also Western Electric 13A transmission measuring set. M. Hoffman, 3321 Ewald, Detroit 38, Michigan.

AVAILABLE IMMEDIATELY TELEVISION TRANSMITTER

RCA-TT 5A Transmitter, Channel 7-13, perfect condition. Also console, diplexer, dummy load. RCA six (6) bay antenna and tower.

Terms can be arranged.

BREMER BROADCASTING CORP.

1020 Broad Street
Newark 2, New Jersey

WANTED TO BUY

Stations

Miss.—Ark.—La.—W. Tenn.—Stations or CPs—Towns 5000 plus or cities. Box 947G, B•T.

All or control Iowa, Minnesota, Illinois radio station. State price, down payment, terms. Box 402A, B•T.

Two partners interested in buying am station in North Carolina or Ohio. Have background, experience and needed cash. Deal directly with owner, no middle man. All replies confidential and will contact all replies. Box 408A, B•T.

Radio. Texas, Oklahoma, Arkansas, Missouri, Kansas. Professionally licensed service. Ralph Erwin, Broker, Box 811, Tulsa.

Equipment Etc.

Wanted: Used, in first class condition, micro-wave studio transmitter link unit. Prefer 900mc band operation. Also need antennas for above. Box 341A, B•T.

Wanted by eastern radio-tv school: Used two-camera chain, 16mm and slide projectors, control monitors and associated equipment. Please describe condition and quote price. Box 381A, B•T.

Need 1000 watt transmitter. Have 250 watt transmitter that we'll either trade or sell. Send price, condition, etc., to Box 422A, B•T.

Wanted: 4 ft. RCA microwave reflector. Also horizontally polarized buttonhook or antenna feed for 4 ft. reflector. Chief Engineer, KGNC-TV, Amarillo, Texas.

Wanted—used Hewlett-Packard model 330-BC, or D distortion analyzer in good condition. WJER, Dover, Ohio.

Wanted: Equipment for 250 watt station including tower. State price and conditions. Contact Bob LaRue, Box 21, Fort Morgan, Colorado.

5 or 10 kilowatt fm transmitter. Advise make, price, hours used, etc. Box 729, Glendale, California.

Instruction

Get your FCC first phone license in 8 weeks. Intensive, personalized instruction in residence or by correspondence. For details, write Grantham School, Dept. 1-K. Address either 6064 Hollywood Blvd., Hollywood, Calf., or 737 11th Street N.W., Washington, D. C.

Your FCC first phone license in a hurry. Nation's largest professional school offers brand new, streamlined course. Guaranteed coaching—nationwide placement. Full information rushed to you free (no salesmen will call). **Get the best—it costs no more! Northwest Radio & Television School, 1221 N. W. 21st Avenue, Portland 9, Oregon.**

TELEVISION

Help Wanted

Salesman

Television Account Executive

Sales representative for thirteen top-rated TV syndicated film properties with established company. Generous compensation plan. Excellent exclusive Central States Territories. Experience in TV Syndicated sales; TV station sales; or agency TV purchasing preferred.

Write Box 382A, B•T

Situations Wanted

Technical

Desire to relocate as administrative Chief Engineer of TV operation. 10 years background in AM, FM, TV transmitter, studio, maintenance, in operator and supervisory capacities. As Ass't Chief Engineer, planned and operated VHF station; Chief Engineer UHF. 33. Married. Finest references.

Box 393A, B•T

FOR SALE

Equipment

FOR SALE
TV PLANT
GE-5KW TRANSMITTER, CHs 7-13 INC,
DIPLEXER, FILTERS & DUMMY LOAD
GE—BAY ANTENNA
GE-FREQUENCY MONITORS, SPARES
PRICED RIGHT
KFMB-TV SAN DIEGO, CALIF.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.
Portland 11, Oregon

WANTED TO BUY

Equipment

Tv Equipment Needed Immediately
Channel 3
5 kw Transmitter
Film chain
Studio chain
(2) Projectors
Switching and Monitoring equipment
Box 355A, B•T

INSTRUCTION

NATIONAL ACADEMY of BROADCASTING
3338 16th St., N.W.
Washington, D. C.
Job Getting Courses in
Announcing, Writing, Producing
for Radio & TV
Call Decatur 2-5580
New Term Starts June 2

FCC 1st PHONE LICENSE
IN 5 to 6 WEEKS
THE ORIGINAL INTENSIVE
'DOOR OPENING COURSE'
RADIO-TELEVISION
OUR INTEGRITY PROVEN
Check the school that
others try to copy.
WILLIAM B. OGDEN
1150 W. Olive Avenue
Burbank, California
BE TAUGHT—NOT TOLD
UNDERSTAND—NOT MEMORIZE
Over 1600 successful
students in NINE years

(Continued from page 108)

By Examiner Elizabeth C. Smith

WNYC New York, N. Y., City of N. Y. Municipal Bcstg. System; WCCO Minneapolis, Minn., Midwest Radio-Tv Inc.—Granted joint petition re agreement for exchange of exhibits, and the hearing presently scheduled for May 23 was continued to Sept. 7 in re Docket 11227. (Action of May 3).

KNBY Newport, Ark., Newport Bcstg. Co.—Granted petition requesting that further pretrial conference in proceeding re Docket 10883, presently scheduled for May 3 be continued to May 31, and the hearing continued from May 9 to June 6. Action of April 29).

By Examiner Annie Neal Huntting on April 29

Newburyport, Mass., Theodore Feinstein—Ordered that the hearing now scheduled for May 13 be continued to May 25, and all parties are to appear for a further pre-hearing conference on May 12 re am application (Docket 11141).

By Examiner Herbert Sharfman on May 2

WICU (TV) Erie, Pa., Dispatch Inc.—On oral request of counsel, continued hearing scheduled for May 3 to May 9 in re Docket 11048.

May 4 Applications

ACCEPTED FOR FILING

Modification of CP

WFTG London, Ky., States Bcstg. System Inc.—Mod. of CP (BP-9222) as mod., which authorized new standard broadcast station for extension of completion date (BMP-6832).

WICR Cruz Bay, St. John, V. I., Mary Louise Vickers, tr/as West Indies-Caribbean Radio—Mod. of CP (BP-9071) as modified, which authorized new standard broadcast station for extension of completion date (BMP-6834).

Modification of License

WRAP Norfolk, Va., Cavalier Bcstg. Corp—Mod. of license to change name of licensee corporation to Rollins Bcstg. of Virginia Inc. (BML-1626).

Remote Control

WAPI Birmingham, Ala., The Television Corp. (BRC-715).

KLIF Dallas, Tex., Trinity Bcstg. Corp.—(BRC-713).

KTSA San Antonio, Tex., Sunshine Bcstg. Co.—(BRC-714).

WSKI Montpelier, Vt., Montpelier-Barre Bcstg. Co.—(BRC-717).

WCHS Charleston, W. Va., The Tierney Co.—(BRC-716).

UPCOMING

MAY

May 12: Baltimore Community Educational Tv Inc. dinner, Emerson Hotel, Baltimore.
May 16: RAB Clinic, Trenton, N. J.
May 17-18: *Chicago Tribune* Forum on Distribution and Advertising, WGN studio, Chicago.
May 17: RAB Clinic, Philadelphia.
May 18: RAB Clinic, Pittsburgh.
May 19: RAB Clinic, Buffalo, N. Y.
May 20: RAB Clinic, Syracuse, N. Y.
May 22: Radio Pioneers Banquet, Washington.
May 22-26: NARTB Convention, Shoreham and Sheraton-Park hotels, Washington.
May 23: Community Broadcasters Assn., Shoreham Hotel, Washington.
May 31: Deadline, Fund for the Republic Television Awards (script contest), New York.
May 31: RAB Clinic, St. Louis.

JUNE

June 1: Deadline, Nominations for Outstanding Young Advertising Man, Assn. of Adv. Men & Women of New York.
June 1: RAB Clinic, Wichita, Kan.
June 2: RAB Clinic, Denver.
June 3: RAB Clinic, Salt Lake City.
June 5-8: Adv. Federation of America golden anniversary convention, Palmer House, Chicago.
June 5-8: Alpha Delta Sigma convention (adv. fraternity), Palmer House, Chicago.
June 6-8: National Community Tv Assn. convention, Park Sheraton Hotel, New York.
June 12-14: Iowa Broadcasters Assn., Crescent Beach Lodge, Lake Okaboji.
June 13: BMI Clinic, Turf Club, Twin Falls, Idaho.
June 13: RAB Clinic, New York.
June 14: BMI Clinic, Rainbow Hotel, Great Falls, Mont.
June 14: RAB Clinic, Hartford, Conn.
June 15: BMI Clinic, Hotel Utah, Salt Lake City.
June 15: RAB Clinic, Boston.
June 16: RAB Clinic, Manchester, N. H.
June 17: BMI Clinic, Hotel Denver, Glenwood Springs, Colo.
June 17: BMI Clinic, Edgewater Beach Hotel, Detroit Lakes, Minn.
June 17: RAB Clinic, Bangor, Me.
June 17-18: Colorado Broadcasters Assn. meeting, Denver Hotel, Glenwood Spring.
June 20-22: National Assn. of Tv & Radio Farm Directors meeting, Washington.
June 20-July 1: WSM-Peabody College Radio-Tv Workshop, Nashville, Tenn.
June 21: Television News Institute, Northwestern U., Evanston, Ill.
June 24-25: Virginia Assn. of Broadcasters, Engleside Hotel, Staunton.
June 26-29: Adv. Assn. of the West convention, Portland, Ore.
June 27-30: Western Assn. of Broadcasters (Canadian) convention, Jasper Park Lodge, Jasper, Alberta.
June 28: Presentation, Outstanding Young Advertising Man, Assn. of Adv. Men & Women of New York.

JULY

July 1: RAB Clinic, Cedar Rapids, Iowa.
July 11-31: Institute in Live & Filmed Tv, U. of Miami, Coral Gables, Fla.
July 18-29: WSM-Peabody Tv Workshop, Peabody College, Nashville, Tenn.
(RAB Clinics are scheduled through Nov. 18.)

AUGUST

Aug. 1-9: Educational Television Workshop, Michigan State College, East Lansing.
Aug. 14:-Sept. 3: National Assn. of Educational Broadcasters television production workshop, State U. of Iowa, Iowa City.

SEPTEMBER

Sept. 12-14: CBS Radio Affiliates meeting, Detroit.
Sept. 12-16: National Assn. of Educational Broadcasters engineering workshop, Michigan State College, East Lansing.

SOUTHWEST RADIO STATION
Now available. Beautiful thriving city. Ideal climate.
Details to financially responsible principals.
RALPH J. ERWIN
Broker of Theaters and Radio Stations
Box 811, Tulsa
TEXAS • OKLAHOMA • ARKANSAS • MISSOURI • KANSAS

editorials

Courtship Costs

FROM now on the American advertiser is going to get more attention from rival media than the shapeliest chorus girl ever got from the Broadway wolf pack.

Media are going about their wooing with more money and more determination than they have ever spent before.

At the moment, unhappily for radio and television, the medium with the most money for this job happens to be the newspapers.

The newspapers' Bureau of Advertising is operating this year with $1.6 million to spend on blandishments to catch the advertiser's eye.

Contrasted with that amount are the $720,000 budget of Radio Advertising Bureau and the $400,000 budget of Television Bureau of Advertising. Though each of those amounts may be somewhat expanded before the end of 1955, they will still not total anything like the $1.6 million that the newspapers will be spending.

The newspapers have anted up $1.6 million for their Bureau of Advertising this year because, as was explained at the American Newspaper Publishers Assn. convention, national advertising in newspapers in 1954 dropped below that of 1953. Additionally, the publishers were told, the money is needed to fight off competition from other media [B•T, May 2].

Now money alone will not win the advertiser's hand. Imagination, ingenuity and basic sex appeal are also important, and of those qualities radio and television have their full share.

But money is not to be scorned. The suitor with good looks, charm and a winning personality will certainly not be handicapped if he has a well-pressed dinner jacket, too.

The point of all this is that if radio and television are to stand a chance of holding a favorable position at the stage door, they are going to need enough money to keep up appearances. Perhaps neither needs as much as the newspapers have (after all, as an older and paunchier party, newspapers must spend more to look well), but together they certainly must match the newspapers' resources. Ideally they ought to be able to outspend the newspapers.

How to Break a Bottleneck

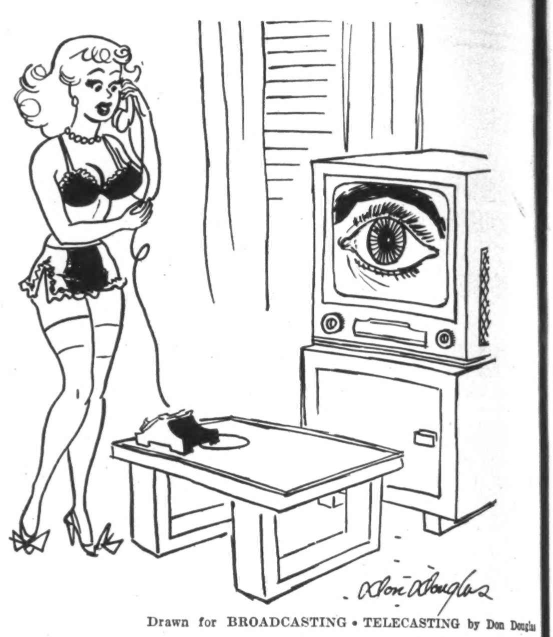
THROUGH the good offices of Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee, it is now established that one big step toward solution of the uhf television circulation problem lies in the elimination of the onerous 10% excise tax on sets. Manufacturers representing 90% of set production pledge the production of all-band receivers if the tax is eliminated, but they won't agree voluntarily to produce all-channel sets only because of fear of running counter to the antitrust laws.

So here, both the cause and the cure are isolated. Congress is loath to eliminate any excise taxes because, as Sen. Magnuson points out, it "opens up a Pandora's Box" wherein all those saddled with excises seek relief.

That, however, should not deter all those interested in television's well-being from following through. Congress is interested. The FCC must be, because, properly or not, the uhf crisis is on its doorstep. And the vhf telecasters must be concerned about the tribulations of their uhf colleagues because their own future well-being is dependent upon uhf getting the fair shake it was promised and deserves. If uhf is not given incentive through access to circulation, another kind of pressure will be visited upon vhf—pressure to break-down vhf coverage patterns by reducing separations, introducing directionals and shoehorning in services that would degrade vhf service unconscionably.

The task is not insuperable, despite failure at the last session of Congress. First it is right because it is in the public interest. Moreover, there is ample precedent. Last session, the excise taxes on jewelry, furs and theatre admissions were substantially reduced—cut in half in most cases. Were those cuts in the public interest? Are these "luxuries" to be compared to the survival of an important segment of what has become an indispensable information medium?

The obvious answer is to "inform" the Congress and keep informing it. The luxury people maintained extensive lobbies and got the result. This job is one for all telecasters, whether uhf or vhf, for the set manufacturers and, if you please, the FCC itself in pursuance of its mandate from Congress to allocate frequencies in such a fashion as to provide maximum service to the nation.



Drawn for BROADCASTING • TELECASTING by Don Douglas

"But it's not only on channel 2—it's on all the channels!"

The NARTB convention later this month here in Washington should take note, and we think it will. What better place to map out a campaign to inform Congress of the urgency of the problem.

Sarnoff's First Fifty

ONE billion dollars in sales, products and services in 1955. That's the goal David Sarnoff has set for RCA. There's little doubt that RCA will make it, what with a record of $940.9 million in 1954. And 52% of that was derived from television. There's the predicted color "break-through" directly ahead, too.

The buoyant story of RCA's business is recounted elsewhere in this issue. The saga of the man behind this phenomenon is not.

Next year David Sarnoff observes his 50th anniversary in what we call radio. At 65 he continues the driving executive force in RCA's far-flung operations.

So far as we know, Gen. Sarnoff didn't really invent anything in radio or electronics. Yet he epitomizes the electronic era throughout the world. It was his vision that sparked radio's development. His prowess as an executive gave incentive and direction to development of the whole field.

David Sarnoff was not content to let the inventors serve up the products of their genius. He told them what he wanted to have invented. He gave them the solution and let them work out the ways and means. But more important, he gave them encouragement, counsel that sprang from a self-acquired knowledge of engineering and finance. Only his peculiar genius could supply this combination of gifts.

Gen. Sarnoff's competitors may regard him as tough, arrogant, stubborn and bitterly competitive. He may well be all these. But all nevertheless must admire him for his greatness as a business leader, a philosopher, a soldier and a patriot.

A year from now, when RCA's all-electronic, air-cooled cash register, with built-in light amplifier, rings up that first billion-dollar year, Gen. Sarnoff will be feted as he also observes his Golden Anniversary in radio. He will revel in the kudos.

But it's an even bet that he will commission his scientists to develop for celestial export a transistorized color transmitter no bigger than a man's hand, to promote interplanetary goodwill. And from Camden he will dispatch a fleet of RCA-Victor atomic-powered space ships to deliver the new Mars Model bug-eye screen (no terrestrial flop-over) color receiver to corner that market. Simultaneously, he will be goading NBC's planet-to-planet network to grab and hold the lead in the constellation ratings, while RCA records revolve around the solar system at a speed of 45 rpm.

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In Good Company

BIG BEAR markets and "the little show"

11:15 P.M. MONDAY THROUGH FRIDAY

BIG BEAR
the little show

This great food chain knows that WWJ-TV produces eye-catching programs; knows, too, that the station offers valuable association with other business leaders. That's why Big Bear is sponsoring "The Little Show" following "News by Williams" for Richman Brothers and Norge, and preceding "Tonight" with Steve Allen's gilt-edged roster of participants.

Hour after hour, day after day, one big name follows another on Michigan's First Television Station. You belong in this good company. For program ideas and availabilities, phone, wire, or write your nearest Hollingbery office or WWJ-TV direct.

P. S. *The lovely lady's name is Hellen Hartwick—a WWJ-TV discovery.*

In Detroit . . .
You Sell More
on channel

4 WWJ-TV
NBC Television Network
DETROIT
Associate AM-FM Station WWJ

FIRST IN MICHIGAN • *Owned and Operated by* THE DETROIT NEWS
• *National Representatives:* THE GEORGE P. HOLLINGBERY COMPANY

Climaxing a YEAR of COLOR operation...

In a demonstration of ingenuity, typical of WKY-TV operation, an electric fork-lift was employed to permit the rapid transition from low-angle to high-angle shots and the mobility necessary to follow the whirling pace of America's top square dance specialists.

WKY-TV's SQUARE DANCE *Festival*

. . . a 30-minute network telecast in full compatible color from the studios of WKY-TV, carried coast-to-coast by NBC-TV!

With the colorcast of the "Square Dance Festival" on April 23, 1955, WKY-TV staff members once again demonstrated the know-how that has made WKY-TV the leader in Oklahoma Television!

From coast-to-coast, viewers watched the best exhibition groups of the National Square Dance Convention in the *first full-length color program to be fed an entire network by an independent TV station!*

WKY-TV employed only its own staff and facilities to produce a network calibre show, the same production know-how which is responsible for Oklahoma's most popular programming on a day-to-day basis.

So, whether your plans call for color or black-and-white TV . . . let the leadership of WKY-TV in Oklahoma TV . . . born of experience and cumulative know-how . . . work for you as it has for others in reaching the largest Oklahoma audience for your TV dollar.*

* ARB Metropolitan Area Report of March, 1955, reveals that 23 of TOP 25 TV shows are on WKY-TV.

Channel 4

WKY-TV NBC ABC

OKLAHOMA CITY